

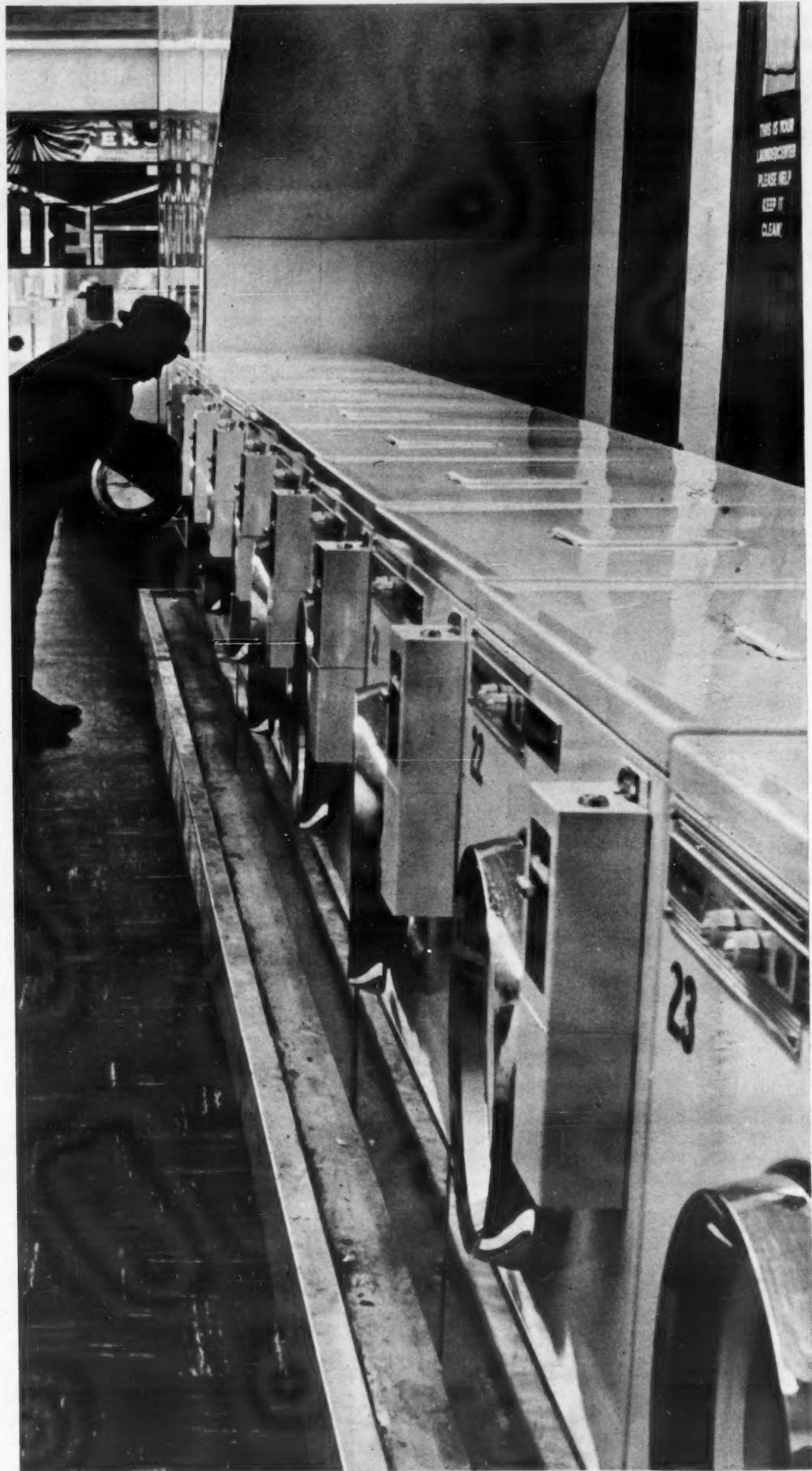
ELECTRICAL

# MERCHANDISING WEEK

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



## Is The Bloom Off The Coin-Op Rose?

**YES**, but it'll bloom again, some coin-op laundry men told EM WEEK. Why? It'll be stimulated by the supermarket approach to coin-ops

**NO**, it's still flourishing, argued others, who felt the neighborhood store would prosper

About the only thing coin-op laundry men agreed on last week was that we've come a long way since the pound-'em-on-the-rocks days.

Some said that the coin-op laundry business couldn't be in better shape, that the neighborhood store still had plenty of neighborhoods to move into and that already established around-the-corner stores were raking in quarters and dimes at a profitable clip.

Others griped that the business was saturating itself, that it couldn't keep growing at the present rate and that a few years would kill any growth off.

But still others—and by far the largest group—felt that although the coin-op laundry business was fast reaching location saturation, there were two recent developments that could save it from becoming a purely replacement market: Large capacity washers and coin-op dry cleaners. How? By throwing a sewed-up-tight business open to a fight at the distribution level, a fight which, they felt, would be won by the supermarket approach to coin-opping. (The supermarket approach means, simply, to offer the housewife a big operation where she can get washing aids, do her washing, drying and dry cleaning, possibly wash her hair, watch TV, drink coffee and so forth.)

Here's a detailed look at the upcoming hassle, who'll be in it and how they're calling it. Read it and pick your own winner. If you're in the coin-op business now, your pick could mean your neck. If you're thinking of investing in coin-ops, it could mean the difference between a pot of gold and a pot of dreams. And, if you're an appliance dealer wondering how coin-ops may affect your laundry business, this may give you some clues.

**How big is the coin-op laundry market?** Right now, most of the men agreed, it's about 25,000 strictly laundry stores. But they were miles apart on their predictions.

• Norge's troops, headed by Board Chairman Judson Sayre, were tallying the possible market at 50,000 stores, the possible annual business (including coin-op dry cleaning) at about \$10 billion.

• Gerald O. Kaye, chairman of the board at Friendly Frost, whose subsidiary Laundercenter Corp. distributes Norge Villages and Philco-Bendix commercial units, said two years ago, ". . . Unfortunately unless

*Continued on page 34*

## AHEAD IN THE NEWS

**A PROBLEM AT LFC:** Landers, Frary & Clark management is in a huddle trying to figure out a way to keep distributors happy while the company sells its new luxury Universal electrics line exclusively to big stores on a direct basis. LFC has three other lines, which it sells through distributors. Although the company hasn't decided what items will make up luxury line, which carries a 25-year guarantee, it's been promising stores they can have it for Easter. So far only a coffee-maker and an iron are definitely in. Plans call for two or three models of each item as a start; the number may be upped later. Price also is in the dark. Using the coffee-maker as an example, an LFC spokesman said, "The price could be up around \$35." LFC's current top of the line coffee-pot carries a suggested list of \$28.95. ■

**EM WEEK'S REPORT WAS CONFIRMED** as President Kennedy announced the appointment of Paul Rand Dixon as FTC chairman (EM WEEK, Feb. 6, page 2). Named as GOP member of commission was Philip Elman, assistant to the solicitor general. He replaces Edward K. Mills, named as a recess appointment by President Eisenhower last fall. ■

## Now Grant Has Its Own Majors

If you're a retailer in a city with a good-sized W. T. Grant Co. junior department store, you may be competing against the chain's new Bradford brand white goods. (Grant's has had a line of private-branded Bradford brown goods for more than a year.)

As of Feb. 1, the company put its new major appliance line into 150 of its largest operations in these states: Maine, Massachusetts, New Hampshire, Rhode Island, New York, Connecticut, New Jersey, Delaware, Pennsylvania, Indiana, Illinois, Ohio, Kentucky, Wisconsin, Minnesota, Iowa, Georgia, Alabama, Florida, Texas and California.

"This is no test, per se," a Grant spokesman told EM WEEK last week. "We made up our mind to get in white goods private-branding on a long-term basis."

**An old-hand, private-brander will make the line:** Franklin Manufacturing Co., Minneapolis, which handles such labels as AMC, Montgomery Ward and Western Auto. Franklin will ship direct to Grant depots.

**Bradford line is short but the prices are sweet.** For instance, the top of two refrigerator-freezer combos is frost-free, has 15-cu.-ft. capacity and goes for \$399. Leader of three refrigerators has a \$169 tag. Prices on three freezers, chest and upright, run from \$222 to \$352. Three washers run from \$177 to \$282. And three dryers, either gas or electric, go for \$139 to \$212.

Grant's will sell majors on its regular credit program, which gives customers up to 24 months to pay.



**Youngstown's Unique Built-In Entry**

Triple-split gas double oven is inspected by, from left, J. R. Miller, Youngstown market planning manager; Hardwick Caldwell, Tennessee Stove vice president; Harry Howell, Youngstown vice president. Infra-ray broiling is featured.

## Final Look At Radio-TV Year

The official year-end retail sales figures from the Electronics Industries Assn. are in and they are cheering. In both radio and TV, 1960's totals topped 1959.

**In radio,** EIA's December projection for the year's sales was only 9.2 million (reported in EM WEEK's statistical issue, Jan. 23, page 52). But final totals show that EIA had underestimated sales by over a million units as the figures clocked in at 10,705,128. This year-end total was

**ARE THREE HEADS BETTER THAN TWO?** Remember the old Du Mont Duoscopic two-headed TV set of the early '50s? It was never marketed. Now comes de Forest, local Chicago TV maker, with a giant combo: three independent 19-inch TV screens, FM radio, stereo, all in a hardwood cabinet for \$1,495. Ad pitch: "Enjoy more than one channel at a time!" ■

**HOPEFUL OPENER FOR '61.** Hotpoint reports January sales to dealers up 2.5%, tracing it to increased retail movement. Gains were in air conditioning, refrigeration, washers, disposers, water heaters. Ranges, dryers, dishwashers, freezers were down slightly from the figures in January, 1960, a disappointing year. ■

**FRED MAYTAG II HAS WHIPPED CANCER.** The now convalescing Maytag board chairman is looking forward to eventual return to full harness. Executives at the Newton, Iowa, headquarters report long, long phone talks with their still hospitalized boss who will take a vacation before coming back to work. His plans were considerably different six months ago. A radical and chancey new operation combined with an experimental drug has "eliminated all discernible malignancy." ■

## Export Probe: Will It Spread?

Japanese custom officials were carrying out detailed investigations—Tokyo papers reported raids on 10 major companies—of transistor radio exporters to America.

**The charge:** Billing radios through customs at one price, selling the units at another and—this may be the crux of the issue—depositing in dollars the difference between the two prices in New York accounts.

Under the present system, the Japanese are pledged to maintain the check price (about \$11 for a six-transistor model), but the going rate is about 30% off. Japanese officials usually have turned their backs on the violation. McGraw-Hill World News Tokyo Bureau reports that Japanese business circles are puzzled over this change in the government's attitude.

One flat rule, however, is that rebates must be given in yen—not in dollars—as Japan attempts to maintain a healthy dollar reserve. And violations here, Tokyo sources speculate, may have touched off government action.

**What effect will this have on the U.S.?** At the weekend, American importers guessed that repercussions on their markets would be minimal.

Marginal importers may be hit, however, because conversion of rebate money from yen back to dollars could add 10% to wholesale prices.

But some American observers figure that ultimately the Japanese will not make any major move—such as the enforcement of artificial check prices—which harm their radio business in the U.S.

# Computers For Teenagers: What's G-E Up To?

Don't call them toys! The General Electric radio-TV division called their \$39.95 computers "educational science kits" today as they introduced them to the toy trade and the world in Chicago at the Hobby Industry Assn. Show.

And there are five other kits in the line: A build-it-yourself transistor radio, a transmitter and three electronic laboratory kits.

**But what's a TV manufacturer doing in a high-end toy business?** which by its nature must be small potatoes compared with TV and radio units and volume?

The answer—what's behind G-E's toy move—gives a clue to the appliance-TV trade for both the immediate and distant future:

(1) Behind the toys at Electronics Park is an all-out new product push which can take the division outside electronic items, outside its TV-radio distribution in active pursuit of profitable specialty items.

Toys are the second evidence of the pursuit. First, last summer, was the transistorized portable intercom system with which the division served notice that it was breaking out of mere entertainment limits of home electronics.

(2) Behind the new product push is a now-operating advanced marketing development group formed by Division General Manager Hershner Cross at his DeWitt, N. Y., command post. The group is charged with getting to the dealer sooner those new blue sky home electronics products which are presently drawing board dreams.

(3) Behind it all is a new production efficiency. G-E wants to find more uses for electronic components it is now making. Increased production would reduce basic manufacturing costs of the parts now used in TV, radio, stereo and would pass

competitive savings to the dealer ultimately.

**What new products can dealers expect? When?** Transistor TV? Projection TV? The picture on the wall. Where will it all lead?

Cross was reluctant to discuss immediate plans ("Don't ask us to tip the whole show"), but would speculate about what is down the road: The whole effort, he feels "will lead to new fields of use for TV—surveillance video, for instance—to further remote control applications of TV for the home, as well as to new com-

bination of electronic entertainment in both video and audio."

And he added that in a few months there would be further specific evidence of what G-E was up to in applied consumer electronics.

What would be the next move after the line of science kits gets rolling (out of the receiver division in Utica, manufacturing and marketing under the direction of Norm Huey)? Further moves into the educational field? Cross says: "This initial step—the educational project science kits—will lead to more sophisticated electronic games and

learning machines."

Where else might it lead? Scan Cross' background and speculate for yourself. He's a Harvard Business graduate; was a partner in an import-export company; came to G-E in 1946 after the service; has been in the Bridgeport small appliances; in management research; in small apparatus, specialty transformers, ballast and industrial components. He was manager of the marketing specialty consulting service at G-E's New York headquarters before going to Syracuse in 1959. It's been a long route from Aiken, S. C.

G-E General Manager Hershner Cross tells EM WEEK's Jim Cassidy how TV division's \$39.95 computer works 12 problems.



## Dishwashers Soared In '60, But What About '61?

Two radically new units—plus plenty of product innovations—should help push sales even higher in uncertain 1961. That was the betting at the big Chicago Builders' Show where everyone displayed under the same roof.

New pieces are Preway's gas dishwasher (with June availability) and Temco's compact "eye-level" model which can double as a portable.

Innovations include new washing actions, more automation in controls and a wider choice of decorative panels. Increased capacities, too, will be stressed this year.

**Preway's deluxe unit** will be promoted as a "home sanitation center as well as a dishwasher." Claim is that only gas can heat water to the 180 degrees required by commercial dishwasher codes. Other features are radial wash arms for more thorough water distribution and greater flexibility in racking.

What was industry reaction to the unit? "Our engineers were impressed," one manufacturer conceded glumly. "And they don't impress easily."

"Install the Temco in any kitchen, 11 different ways," salesmen pitched—and buyers seemed intrigued. Key

point is the unit's horizontal "thin-line" shape (three models, the largest measuring only 30 inches long, 18 inches deep and 21 inches high).

Other points are speed (25 minutes for the full cycle) and steam purification ("gets dishes hospital clean"). Prices range from \$179.95 for a six-place-setting model to \$239.95 for the 15-place-setting job.

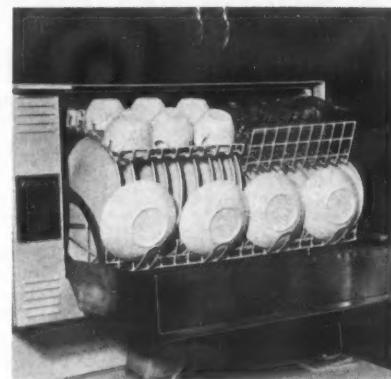
**Tappan had the action**—Dual-Drench action. A roll impeller, programmed to rotate in both directions, showers

water into hard-to-reach areas. "Suds won't reduce the washability of this unit," Tappan boasts. And the company opens an old controversy by adding, "a non-sudsing detergent just won't get the dishes as clean."

**KitchenAid added pushbuttons** to the top of its big new line. The three control buttons are marked "Rinse and Hold," "Full Cycle" and "Utility and Utensil."

**Whirlpool**, which broadened its 1961 dishwasher line, retained its "tele-

**Dual-Drench action**, from roller at bottom, appears on this new Tappan.



phone dial" control system, while Tappan offers "Select-A-Dial" automatic control on its unit.

**Everyone had panels** and they came in a wider range of colors and in wood.

"Wide range of finishes now includes wood," KitchenAid said in a selling pitch that was typical. Even the new Preway unit—shown in prototype form—had a wood cabinet.

Among non-wood finishes, copper tones made strong inroads against more traditional white, pink, yellow and turquoise.

**KitchenAid automates** controls with pushbuttons added to top of line.



## STRAIGHT FROM WASHINGTON

**DEMOCRATIC TRUSTBUSTERS** will press even more vigorously their drive against price-fixing activities now that they have the support of a federal court decision.

Fines for violations of the Sherman or Clayton Antitrust Acts are fairly common. But jail sentences are not. So when a federal judge in Philadelphia sentenced seven executives of the country's leading electrical manufacturers to jail, it gave the Democrats the incentive they needed to outdo their Republican predecessors.

Paul Rand Dixon, selected to be chairman of the Federal Trade Commission, can be expected to pick up where he left off as chief counsel for Senator Kefauver's Antitrust Subcommittee.

The new antitrust chief of the Justice Department has not yet been chosen. But the three leading contenders all believe in strict enforcement of the Sherman and Clayton Acts. They will have the ardent support of Attorney General Robert F. Kennedy.

One of these men is likely to be chosen: Herbert N. Maletz, staff director of Representative Celler's House Antitrust Subcommittee; Harold Leventhal, counsel to the Democratic National Committee; Victor H. Kramer, who formerly served as a Justice Department antitrust lawyer.

Electrical manufacturers and distributors, as well as executives in other industries, may well be in for more shocks like the one handed them

by Judge J. Cullen Ganey in Philadelphia. ■

### PURCHASES OF FOREIGN-MADE CONSUMER GOODS

by U. S. personnel overseas may be reduced to help this country overcome its balance-of-payments deficit. This would have an immediate effect on sales of such foreign-made durables as autos, refrigerators, stoves, radios, hi-fi sets, television receivers and cameras. And so returning personnel will be on the market for more of these American-produced items.

From this move the Kennedy administration expects to save at least the same \$80 million the Eisenhower administration sought in its order to bring home dependents of overseas personnel. President Kennedy rescinded that order.

Where is the reasoning behind the Kennedy plan: U. S. overseas personnel and their dependents spend about \$750 million a year on goods and services. If this can be cut, by say 10% to 15%, the Eisenhower goal will have been achieved without the serious objection of leaving Americans abroad without wives and families.

Mechanics of the plan still are being worked out, but should be completed within the next week or 10 days. It may take the form of a suggestion rather than a direct order at first.

Part of the Eisenhower order still is in effect. So far as is practicable, military post exchanges stock U. S.-made durables instead of generally cheaper foreign products. ■

## MARKET REPORTS

**EAST . . . LOUISVILLE**—A combination of extreme weather, economic conditions and general pessimism was casting a pall over the appliance business here. The storms that hit the East Coast reached Louisville, too, resulting in few buyers braving the cold and snow.

L. E. Leonard Jr. of Leonardt's Appliances reported that in response to a promotion on Maytag appliances there were some telephone inquiries but not many customers coming out to look and buy. One dealer ran what seemed like a sure-fire newspaper promotion on Admiral TV sets and sold one in his three stores.

Bob Brady of Brady's Appliances and Furniture said that used appliances, especially refrigerators, were moving, but nothing else.

Part of the gloom, said Joe Fleischaker of Will Sales Appliances, stems from psychological factors. News stories telling that 80,000 automobile workers were being laid off add to the uncertainty of the market. People are content to get along with an old appliance until they see what is going to happen to their jobs. Even though their refrigerators are about to wear out, they're not shopping for new ones while the President is saying that the economic state of the nation is at a dangerous low and may get worse, he said.

Fleischaker is glad that the Pres-

ident is telling the facts of life to the nation. "It's about time somebody told the truth." But he thinks that the situation, as far as the appliance business is concerned, will remain in a lull until about mid-summer when the Kennedy administration program is in full swing.

Another hope of Louisville appliance dealers is that the veterans' bonus voted a year ago will be paid soon. The bonus, which will pay up to \$500 to Kentucky veterans, has been tied up in the courts for months, but there were indications it will be resolved soon.

**MIDWEST . . . INDIANAPOLIS**—January brought mixed sales results. There was a marked increase in customer traffic downtown, but not in the suburbs.

Bob Gilkinson, major appliance manager for L. S. Ayres' giant downtown department store said, "We've had an increase in interest all across the board, but no single bright spot in the business during January." He was particularly excited about customer acceptance of the new RCA Whirlpool gas range line. Jerry Peterson, area sales manager for Maytag, was pleased with downtown laundry business.

Four miles from downtown, however, Jim O'Brien of J-M TV, Furniture & Appliances, Inc. called the month slow—especially in laundry.

"I think the cause is bad weather, taxes and a lot of unemployment in our area," he said.

**WEST . . . BUTTE, MONT.**—Big news in this area was the layoff of 400 mining employees of the Anaconda Co., with an additional 90 in the clerical force soon to be released. The economic situation was not encouraging.

Increased unemployment, plus rumors about the area's future were expected to influence appliance sales adversely. Dealers expected that purchases will be delayed and that collections may become more difficult.

Tom Kirby Appliances, Whirlpool appliance dealers, and George Steel & Co., which sells Maytag and Admiral products, reported that prices have remained at about the same levels. Burr's Department Store, which handles Philco and Frigidaire lines, indicated that prices have been reduced on all lines. Dryers were the item that was moving in a low and limited business. None of these dealers had attempted any promotional schemes.

Radio and TV advertising pushed a carload lot sale at Ossello's. The store reported that TV and white goods went "quite well" in the sale.

**WEST COAST . . . LOS ANGELES**— "What's selling in appliances? Anything we work on." That's one dealer's opinion, but it depicts the mood of many. The year's still too young to indicate a pattern in the retail

appliance market. But so far the picture remains darkened by the generally unsettled economic situation. Dealers agree it probably will be a tough year, but point out that the first quarter usually is rough on appliance sales.

The depressed aircraft—and defense—industry still is producing large unemployment pockets. But an unexpected bright spot appeared when construction spurted during January.

On inventory level, Swanson's Home Appliances, Studio City, reported that while it is better off than last year, it still considers stock on hand too high. Cliff Swanson said new models are moving pretty well, but the big surprise came when December and January brought an increase in sales—up over a year ago about 8% in December and 11-12% in January. "The trend in appliances here is the price-cutting situation," said Swanson.

White Front Stores, a discount house, saw a boost in sales when the largest and newest of its operations—an Anaheim store—was opened. According to Andy Anderson, buyer of major appliances—White Front has been carrying a heavy inventory "but it's well-balanced."

Bob Leonard's International, El Segundo, said it was too early to tell if buying patterns will be different from last year. But he agreed that prices were not good, that pricing has been competitive and dealers have to be active in merchandising.



**Regina started a Revolution!** The introduction of the Regina Electrikbroom, the world's easiest-to-use vacuum cleaner, started a sales revolution never before equaled! Now the hottest-selling lightweight full-powered vacuum cleaner in the business...copied but never equaled...the original Regina Electrikbroom weighs only 6½ lbs. Cleans carpets, bare floors, stairs, upholstery, draperies. No attachments needed. Motor lies directly above intake for extra-powerful suction. Dirt cup empties like an ash tray. No expensive dust bags to buy. Hangs anywhere. Ends closet clutter. Comes complete with pre-sold customers, created by the biggest advertising and promotion program in the industry. Call your Regina distributor today and let him show you how you can cash in on it! The Regina Corporation

Rahway, New Jersey

# Why Aren't There More Housewares Clubs?

One of the biggest problems facing housewares clubs today is gaining new members and keeping the old ones.

A number of clubs report that club activity has dwindled to the point where it's endangering the life of their organizations.

One major reason for this is that housewares people, like other Americans over the past decade, have shifted the focus of their social life from the urban centers to the suburbs.

**New clubs for old?** Almost all of the existing clubs are in the urban centers. Little, if any missionary work has been done to organize clubs in the suburban centers, where many members of the housewares industry now live. It has already been shown by the New York State Housewares Club that members balk at having to travel any great distance to attend meetings. The club, headquartered in Syracuse, as late as 1954 served the whole state, with the exception of New York City. Today there are three chapters of the club in Buffalo, Rochester, and Albany.

Many clubs are withering from lack of attendance and interest. There are in existence 36 housewares clubs with a combined membership of approximately 4,500. Compare these figures with the 33,000 members of the industry who attended the last housewares show.

It is clear that only a handful of industry people have any connection with existing clubs. When one considers the tremendous growth of the housewares industry in the past 15 years this seems paradoxical.

Why have clubs failed to interest most housewares people? Too many clubs are merely social groups competing with other similar organizations. Most members want more than entertainment from their clubs. Some clubs—but too few of them—hold forums and invite industry spokesmen to their meetings. Local and national housewares problems are discussed and members are able

## 10 Steps To Build A Housewares Club

1. Meet with leaders of the industry in your community interested in forming a housewares club. They should represent all segments of the industry: Manufacturing, wholesaling and retailing.
2. Draw up the bylaws by which the club is to be governed. Bylaws may be obtained from existing clubs and used as models.
3. Decide on the aims of the club at the very beginning. If you want it to be strictly social, make that clear. If you want to engage in trade activities as well as social ones, make that clear also.
4. File the name of the club for a charter, if such a charter is granted in your state. Clubs that don't have charters are sometimes restricted in the activities they can perform. A small filing fee may be required.
5. Incorporate the club. This will protect individual members from liabilities the club may incur.
6. Select a meeting place and day. Dinner meetings at a restaurant or hotel in a centrally located part of town have been found successful. Existing clubs usually avoid Mondays and Fridays as meeting days. Most clubs meet once a month and normally suspend meetings during January, July and August because of the housewares shows and vacations.
7. Establish dues and budgets. Normally existing clubs charge each member under \$10 a month as dues, since there is a 30% federal tax for dues over \$10. Clubs that charge \$10 can avoid the tax by allowing a portion of the sum for other services; 50 cents for a club newsletter, for example.
8. Elect officers.
9. Organize committees and persuade each member to take an active part on at least one of them.
10. Organize a strong membership drive.

For further information, write to the National Federation of Housewares Clubs, 230 Fifth Ave., New York, N. Y.

Memphis Housewares Club last year organized Memphis Wholesale Days and will repeat the project this year.

Some clubs offer their members fringe benefits in the form of chapter flights to the housewares show, housewares directories and news bulletins.

The National Federation of Housewares Clubs is planning to establish a Washington office in order to keep an eye on legislation that might affect the housewares industry and advise member-clubs on developments there. The national group also has made progress in establishing a uniform fact tag and catalog sheet for the industry.

A number of clubs also have insurance programs, medical plans and widow and orphan funds. Believing in raising the prestige of the industry, many clubs are involved in local and national charities.

**What about the lighter side?** Successful clubs are able to mix business with pleasure. The program and entertainment committees are often responsible for the success or failure of a housewares club. To them falls the job of coming up, month after month, with interesting ideas for meetings. Golf outings probably are the most popular social events with most housewares clubs. Many engage in inter-club matches with trophies awarded the winners. Other entertainment favorites are dinner dances, usually held as inaugural balls, and Christmas parties.

Some effort to organize new clubs has been made by the NFHC, a national group made up of representatives of many of the individual housewares clubs. One of the objectives of the NFHC, which was formed in 1949, is "to encourage and assist in the establishment of housewares clubs throughout America in those cities where they are not now organized." The group takes credit for helping to organize the Miami and Dallas clubs.

But the need is for clubs in the suburbs. If you don't have a club in your community, organize one.

to familiarize themselves with developments in the industry.

Sales representatives want to be afforded the opportunity of meeting the trade at club meetings. As a matter of fact, sales reps usually are the most active members of existing clubs, and in many cases outnumber retailers, wholesalers and manufacturers. The Southeastern Club of Atlanta, reports that "most clubs have too many sales reps and not enough retailers." The Detroit club says its membership is composed mostly of sales reps. "Buyers seem

to want to avoid any contact with sales reps and don't join housewares clubs," a member stated.

Several clubs have successfully held dealer and distributor shows, benefiting all segments of the industry, while at the same time raising money to continue the social functions of the club. The New Jersey Housewares Club has held a dealer show for the past several years. The New York Housewares Club last fall ran its first dealer show, which was so successful, the club is planning to repeat it again this year. The

## 36 Cities Have Housewares Clubs



1. Housewares Club of New England (Boston)
2. Connecticut Valley Chapter, Housewares Club of New England (Hartford)
3. Housewares Club of New York
4. New Jersey Housewares Club
5. Philadelphia Housewares Club
6. Baltimore Housewares Club
7. Toledo Housewares & Appliance Club
8. Housewares Club of Columbus
9. Greater Cincinnati Housewares Club
10. Southeastern Housewares Club of Atlanta
11. Florida Housewares Club (Miami)
12. Memphis Housewares Club
13. Louisiana Housewares Club of Greater New Orleans
14. Houston Housewares Club
15. Dallas-Ft. Worth Housewares Club
16. St. Louis Housewares Club
17. Kansas City Housewares Club
18. Phoenix Pot & Kettle Club
19. Housewares Club of Southern California (Los Angeles)
20. Los Angeles Pot & Kettle Club
21. Denver Pot & Kettle Club
22. San Francisco Pot & Kettle Club
23. Sacramento Pot & Kettle Club
24. Salt Lake City Pot & Kettle Club
25. Portland Pot & Kettle Club
26. Seattle Pot & Kettle Club
27. Northwest Hardware-Housewares Club (St. Paul)
28. Badger Housewares Club (Milwaukee)
29. Housewares Club of Chicago
30. Housewares Club of Detroit
31. Cleveland Housewares Club
32. Pittsburgh Housewares Club
33. Buffalo Chapter, New York State Housewares Club
34. Rochester Chapter, New York State Housewares Club
35. New York State Housewares Club (Syracuse)
36. Albany Chapter, New York State Housewares Club

## Why Are Gift Shops Adding Housewares?

Distributors at the Gift, Toy and Housewares Show in San Francisco last week told **EM WEEK** that they were looking for specials they could use as traffic builders for their high margin gift and glassware lines.

"New types of stores seem to be adding giftwares," one distributor commented. "The competition at retail is getting tough for the traditional specialty shops and small home furnishings stores. And since gift goods don't work as well as specials, these gift shops are grabbing a few small appliances that they know will bring traffic if the price meets or beats the competition from drugstores or discounters."

But, in spite of growing competition, or maybe because of it, giftwares were moving well at the show spread over the Merchandise Mart, Brooks Hall, and three hotels. Orders were being written at a faster pace than last year, according to many distributors. The trend was to higher priced items, too. Quality oriental imports were popular, with more originality and less copying of occi-

dental techniques. New uses of walnut wood and ceramics highlighted some domestic gift lines while more use of natural wood was seen in many imports.

Accessories were unusually bold—floor-based candleholders and ash trays, brass and metal colored lanterns, and large crystal vases were featured. In electrics as well as non-electrics, elegance was everywhere—catching up with the trend started in furniture almost two years ago. And most kitchen accessories were dressed for double duty—ready for dining room or patio use in informal living as well as for the kitchen. More colorful enamel, softer contours, decorative handles, etc., earmarked the trends in giftwares.

The optimism seen in both volume buying and willingness to take the expensive models and lines followed by a few days the report of Henry Adams, Western merchandise manager, that the San Francisco markets exceeded all previous markets in the volume of business produced, even though it came just when the auto industry was shutting down.

### EM WEEK REPORTS

## HOUSEWARES

**CARATS & PLEAS DEPARTMENT:** Don't throw away that phony looking diamond ring you picked up in Regina's booth at the recent housewares show; it might be the real thing. The company offered visitors a chance at a real 1-carat diamond ring by mixing it in a fish bowl among 1,500 pastes. Before anyone knew what happened, the real diamond and its anonymous owner walked out of the booth unnoticed. If you still have your ring take another look at it. If not, oh well . . . ■

**SWISS AIM AT AMERICAN BEARDS** with an electric shaver, now being distributed by Oxford Distributing Co., New York, importer for manufacturer APAG of Goldach. Louis Weinberger & Co., Garfield, N. J., will job the product through independent drug stores. Features of the "Top Star" shaver: Pop-up, long-hair trimmer for women or for children's necks; six-speed control; cadmium-nickel head. Shaver comes with a one-year unconditional guarantee, lists for \$10.95. Co-op ad money. A buck per shaver. ■

**STANDARDS IN THE WIND:** The housewares section of the National Electrical Manufacturers Assn. is working on a voluntary minimum performance standard for electric skillets, deep fat fryers and saucepans. The group already has standards for a number of electrics. Plans call for a draft of the standard to be sent to members for approval. It will then be presented for final O.K.



### Necchi Introduces New Sewing Machine That Features Micro-Electric Control

You don't need to see to sew with the new Necchi \$399.95 "Supernova Julia." With "micro-electric control" that controls the flow of electricity, and "double automaticity" for decorative stitches even the most inexperienced seamstress can be an expert with difficult designs. The new Necchi is being offered in portable as well as console models. Consoles are finished in wood grains.

at NEMA's spring meeting. A spokesman, who noted that a meeting date had not yet been set, said: "We've only made a preliminary investigation. These things take anywhere from six months to a year to develop." ■

**CROSS CURRENTS IN THE SHAVER INDUSTRY** boiled last week in the wake of Remington and Schick moves. Remington's dropping of co-op ad restrictions on its Lektronic model was seen by typical distributors as "blowing the top off the entire shaver market—it's anybody's football now." Schick's plan to go heavily into newspapers during normally slow February and March brought cautious optimism that "it might work." The demoralized industry meanwhile suffered its third consecutive sales drop to 5.95 million units last year from 6.15 million in 1959, saw average price drop another dollar to \$16.95. Recession gets part of blame but most distributors and retailers blame price footballing. Inventories now low; stocking is minimal as all hedge against continued price fight. The outlook for 1961 is for sales near 6 million. ■

**SNOW MELTED STOCKS OF REMOVAL EQUIPMENT** say Toro distributors in the snow belt. One Massachusetts distributor enthusiastically looks forward to future snows and predicts that "powered snow removal sales will soon compare favorably with those set by power mowers five years ago." Word from Toro to its 72 distributors: "We're sold out now but there'll be another production run . . . in August." ■



All-purpose Civil War sale by Hotpoint melds many ingredients, ideas. Hotpoint merchandisers collected 41 items for dealer packages.



Confederate approach is taken by Sunbeam's Rebel special offer.

## It's Civil War—1961 Style

First under the wire with Civil War centennial promotions were Hotpoint and Sunbeam. They are almost sure to have company soon.

The reason: The Civil War is a sure-fire interest-getter and the drumroll of publicity probably won't let up for four years.

This big, based-on-history interest has been building for several years. It showed up first in books where Civil War-slanted volumes eventually came out in such large numbers that

the book sections of daily newspapers have been giving the Civil War a section of its own containing the numerous reviews. Then TV programs; "The Rebel," for example, added interest. And now, communities all over the Civil War terrain are planning local celebrations, re-enactments of battles, commemorative occasions of all kinds.

The tide of nostalgia is going to be running deep, and the appliance business apparently is going to fish

the historical waters for all they are worth.

**Sunbeam's first try is pegged to the South:** The "Robert E. Lee Special" steam-or-dry iron. Sunbeam showed the special—actually its regular steam-or-dry iron in a special box—at the NHMA show in Chicago, following successful trial runs in selected southern markets.

The Sunbeam push is a straight-forward premium deal: Dealers who

buy one to six units get a stars-and-bars flag free, plus the privilege of buying caps and maps at 35 cents each. Dealers who go for a dozen or more get the flag and a dozen maps or caps for free.

**Hotpoint is taking a national approach,** with a big, big package designed to let any single dealer or groups of dealers stage one, three or 12 Civil Wars on his or their own, or to tie-in with local events.

In the package are 41 pieces, including product pennants, Civil War recruiting posters, and 13 ideas.

The ideas range from cannon shots every hour during a sale to bivouac or tent sales to honoring Confederate money (now fairly valuable) and intra-dealer Civil Wars. Outside the package at extra cost, Hotpoint has made arrangements for extra regalia and premiums such as Civil War hats and caps, vests, ladies' sunbonnets, replica banknotes, a replica of the last will and testament of Robert E. Lee.

**The war is really on.** Late last week, in strictly-northern Madison, Wis., two dealers decided to jump fast with the Hotpoint package: Norm Bricker of Homemaker's and E. D. "Red" Main of Main Appliances. One of them is naturally, in North Madison and the other of course, in South Madison. They have declared war on each other and planned a marvelous promotion, including built-in sustained interest through treaties and then treachery.

### EM WEEK REPORTS

## APPLIANCE-TV

**ANOTHER SHOT AT COLOR TV** may be in the works at Sylvania. Peter Grant, president of Sylvania Home Electronics Corp., hasn't made the final decision yet, but chances are good that he'll introduce color with new lines for this fall. Major reason for climbing aboard RCA Victor's sparsely populated bandwagon could be increasing pressure from distributors and field salesmen for color set in the line by the fourth quarter. ■

**NO SUEDE SHOES IN THIS BUSINESS**, pounded a new coin-op dry cleaner field man. "Before I took my salesmen out to the factory for a meeting, I sent them all out to change their silver ties for dark ones." ■

**DELMONICO HEADS WEST**, will set up depot for adding U.S. picture tube to its Japanese produced portable TV chassis in Los Angeles by March 1. The company will bring in TV and stereo products straight from Japan to this branch, prepare them to meet Los Angeles City Lab requirements. Executive Vice President Herbert Kabat also hopes to have UL approval for a new version of his 19-inch portable in about 90 days. ■

**YOUNGSTOWN PICKED UP MODERN MAID** built-in ranges, with plans to sell them through its distributors. Basically, the arrangement is of the same type that Youngstown had with Tappan,

dropped as of the first of this year. Reasons for the Youngstown-Tappan break were never spelled out, but obviously, Tappan's expansion into dishwashers, disposers and sinks—directly competitive with Youngstown—had something to do with it. ■

**A BLAST AT PHILCO'S NEW TV SERVICE POLICY** was fired by the Indiana Electronic Association's board of directors. Charged the aroused servicemen: No manufacturer is justified in establishing service rates and policies for independent service dealers, that Phileo's 90-day program won't increase sales, that the plan will lead to more comprehensive warranty programs, depriving servicemen of "their right to free enterprise." The Indiana group's own policy: Open and aggressive opposition. ■

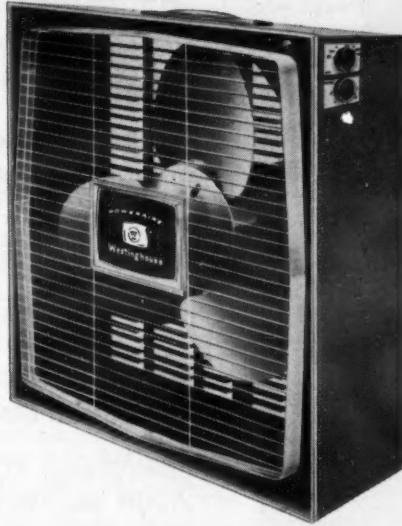
**ADMIRAL PUT THE BLAME ON SKYSCRAPERS** when it had to raze a Chicago landmark, its gaudy downtown sign which featured electric fireworks. The company tore down the sign, built in 1950 for \$100,000, because new buildings have largely hidden it and a soon-to-be-built 60-story tower would have blocked it completely. ■

**WHERE THE HIGH END IN STEREO CAN BE FOUND** these days—and it will be increasingly so as time goes by—is at the combination level. The causes: Companies which own the high-end business are finding they need TV to move merchandise today (and to get the big ticket). ■

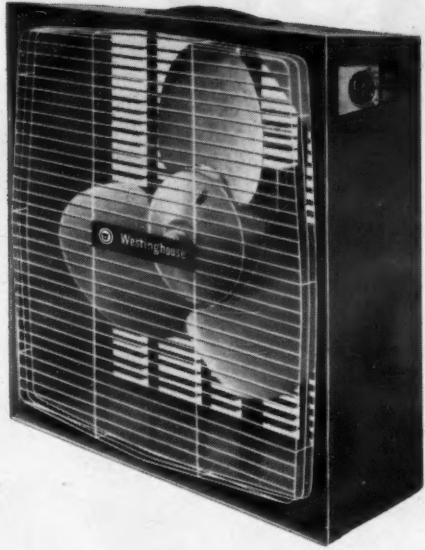
# Better

your business with Westinghouse

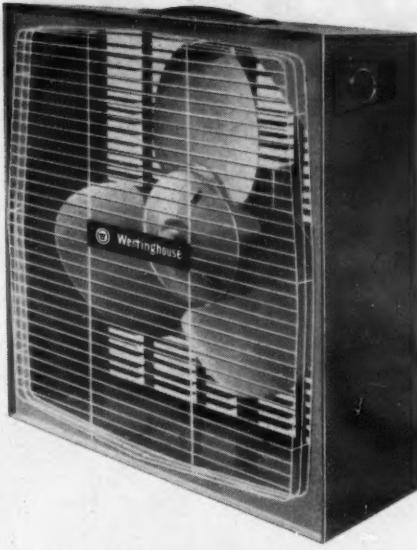
and the big parade of 1961 Fans and Coolers



**NEW SUPREME** Model AW40  
 • Automatic thermostat  
 • Electrically reversible  
 • 3 speeds each way  
 • Mocha brown and chrome  
 \$59.95



**NEW CUSTOM** Model AW30  
 • Electrically reversible  
 • 3 speeds each way  
 • Mocha brown; white trim  
 \$49.95



**NEW DE LUXE** Model AW20  
 • 2 speed control  
 • Completely portable  
 • Mocha brown; white trim  
 \$39.95

New "tapered look" in portable window fans . . . featuring exclusive Unitized Construction . . . sturdier, more quiet! Each of these fans is lubricated for life! You can be sure...if it's Westinghouse.

All fans guaranteed for five years! Immediate replacement during first year . . . repair or replacement of parts during next four years. (Coolers guaranteed for one year.)

ALL PRICES SHOWN ARE SUGGESTED RETAIL PRICES.

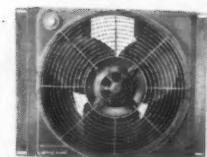
**Westinghouse**



**MOBILAIRE MODEL AFM17PC** \$49.95\*  
 • 2 speeds  
 • Full 360° cooling circle  
 • Rolls anywhere . . . cools large areas in minutes!

**MOBILAIRE Model M-1A** \$59.95\*  
 • Exclusive air injector rings for 4000 cubic feet of air per minute.  
 • 2 speeds  
 • Adjustable height—24" to 46 1/2"  
 • Rolls easily from room to room.

**RIVIERA Model AFD10VC** \$39.95\*  
 • 2 fans in one—for stand-up or hassock use!  
 • 2 speeds  
 • Greater air delivery than comparable size fans.



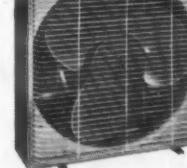
**FIXED PANEL WINDOW FAN** Model SP-1 \$49.95\*  
 • Fits 26"-41" windows  
 • Electrically reversible  
 • 2 speeds  
 • Convenient front control



**WIDE-ARC OSCILLATING FANS**  
 (Model 12LA5 shown—\$29.95. Also: 10" model—\$19.95\* and 16 1/2" model—\$54.95\*)  
 • Whisper-quiet  
 • Adjustable oscillation  
 • Exclusive safety blades



**NEW POWERAIRE PORTABLE AIR COOLERS**  
 (Model AC-30 shown—\$69.95. Also: Model AC-20—\$54.95\* and Model AC-10—\$44.95\*)  
 • 3 speed pushbutton control  
 • Automatic thermostat  
 • Easy-fill top  
 • Water shut-off valve  
 • Anti-clog filter pads



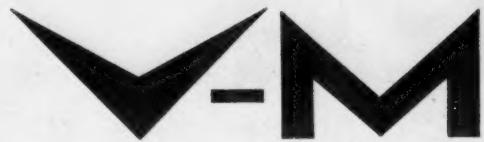
**20" PORTABLE WINDOW FAN**  
 Model AFU20PD \$29.95



**10" OSCILLATING FAN**  
 Model AO-10 \$14.95  
 Take advantage of terrific pre-season offers on both these Westinghouse fans. They're going fast, so hurry—call your distributor today!

\*See your distributor now for pre-season savings!

# Customized Selling...Built-In!



## PORTABLE COMPONENT SYSTEM

Tailors Your Sales Approach To Custom-Minded Prospects

ARRANGEABLE Model 307

**\$129.95\***  
LIST

(Manual-Model 207, \$119.95\* List)

\*Slightly Higher West



### "TAILOR-MADE" DEALER BENEFITS!

- DUAL MARKET APPEAL—  
Sell As A Portable!  
Sell As A Custom-Component System!
- PRACTICAL, PROFESSIONAL  
STYLING!
- FAST TURN-OVER!

### "MADE-TO-ORDER" CONSUMER BENEFITS!

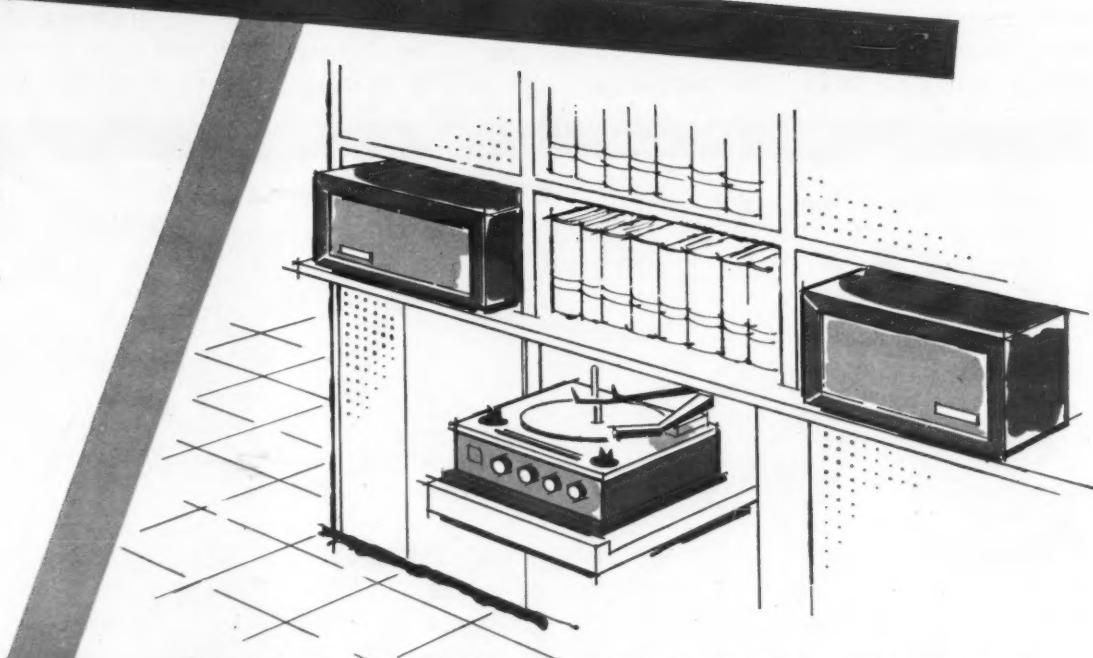
- ARRANGEABLE TO FIT ANY  
ROOM SETTING!
- LIGHTWEIGHT PORTABILITY WITH  
CUSTOM-BUILT APPEAL!
- SPLENDID DEPENDABLE  
STEREO PERFORMANCE!

#### HERE'S VERSATILITY PLUS!

- Separate Central Unit and Speakers
- Arrange Speakers on End Tables, Bookcases; Central Unit May Be Concealed in Cabinet or Closet
- Place Playing Unit Inside . . . Speakers on the Patio

#### OUTSTANDING V-M FEATURES CLOSE MORE SALES!

- All-Professional Control Panel
- Four Powerful Speakers
- Unique V-M Automatic Manual-Play
- Exclusive V-M 'Stere-O-Matic'® 4-Speed Automatic Record Changer
- Dramatic Gray or Metallic Beige and Brown Case



PROFITS ARE BUILT-IN WITH THIS CUSTOMIZED  
**V-M PORTABLE COMPONENT SYSTEM**

the **Voice** of **Music**®

# How White Sells Sewing Machines In Face Of Dull Market Conditions

In the face of static or slumping appliance sales in many parts of the country, White sewing machine sales in each of Milwaukee's four Schuster department stores bounced to a record \$48,000 gross in December.

Significantly, Schuster's reported the bulk of the month's activity in its plush Capitol Court shopping center, even though sewing machines often sell slowly in upper income areas.

**Shooting for all new business,** Schuster's played down the idea of trade-ins. All trade-ins were limited to less than 10% of the new machine purchase price. Playing down trade-ins helped broaden the base of potential prospects, by encouraging non-owners to buy.

Ed John, manager of Schuster's sewing machine department, reported that the seven newspaper ads used to promote the campaign featured a fully automatic White zigzag in a console at \$159.95. Five other machines, ranging from a straight stitch budget model at \$49.95 to zig-zags at \$119.95, plus a few clearance items, filled out the ads.

**To generate enthusiasms in the sales force,** a dinner meeting with all department employees was held just before the campaign was launched.

"We'll never hold another big promotion," Ed John said, "without letting our sales people in on every aspect of it in advance, just as we did for this one. At the dinner meeting, we outlined all pricing, examined layouts for the ads, and generally mapped out every step of the campaign for everybody's benefit."

## EM WEEK READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

### Editor, EM WEEK:

Our attention has been called to a use of our registered trademark, "Thermos," which appeared in the Nov. 7, 1960 issue of EM WEEK . . .

The word "Thermos" is a registered trademark—the sole property of The American Thermos Products Co.—and, as such, should only be used in connection with merchandise of our manufacture bearing that particular brand name. Thus, if the usage refers, in fact, to a Thermos brand product, the word "Thermos" should be capitalized.

If, on the other hand, the intent is to use a generic term, the correct expression would be "vacuum bottle" or, in the case of other products, an appropriate descriptive term. As you probably know, this company manufactures and sells under its "Thermos" trademark a variety of products, including fire lighters, lunch kits and others as well as vacuum and other insulated ware.

Philip F. Clark  
Manager, Sales Department  
The American Thermos  
Products Co.

According to Wally Schober, John's sales manager, nearly every floor sale was for a more deluxe White than buyers had originally planned to buy.

"The only sales we could not reasonably upgrade," according to Schober, "were those made over the telephone to people who phoned in orders. This consistent upgrading can only be credited to the tremendous enthusiasm our sales people demonstrated during the entire campaign."

**Total advertising costs** amounted to approximately 8% of sales, despite

the unusually heavy ad schedule in both morning and afternoon newspapers. The ads started with a blockbuster approach, carrying a full page in the Nov. 30 morning newspaper, followed up with another full page in a Sunday tabloid on Dec. 4. The next Sunday a half-page ad ran, followed by two ads on Dec. 14, one in the morning and one in the afternoon.

The Dec. 14 ads also marked the start of a shift from the blockbuster approach to repetitive advertising. Thursday's afternoon paper ran a half-page ad, followed by a quarter page on Friday and another quarter page on Saturday.

**Extra floor space was borrowed** from other departments to accommodate the greatly increased traffic.

In addition to the number of

ready buyers the ads helped bring into the store, many purchasers simply phoned in their orders to be sure the White machines would not be sold out.

An important part of Schuster's success was thorough machine demonstrations. Prospects were shown blind hems, embroidery patterns, overcasting and buttonholes in demonstrations which took less than 30 minutes in every case.

"Each machine was also equipped with a pre-made black felt display patch which quickly demonstrated all regular features, as well as patching, button sewing and applique," John said. "Each department had display boards, with frequently changed samples of finished work. Italian cutwork, aprons, pinafores and monograms took the spotlight."



The young University of Oregon student pictured above wasn't even in the picture when Harold Kelley ("Dad" to her) began his association with Frigidaire. A continuously good relationship, says Harold—and a thriving two-store Portland dealership proves it. Among the things he likes about Frigidaire is:

## "Sales training that talks the prospect's language"

*"We're taking a fresh look at prospects as the individuals they are, through the Frigidaire Human Centered Selling program. It's given my salesmen new perspective! I see the results in sales figures that prove its effectiveness!"*

When the salesman faces his customer on the salesroom floor, the outcome of all our efforts rests with him. It makes sense to equip him with a selling philosophy that can produce results in any selling situation. Human Centered Selling is that kind of philosophy.

REFRIGERATORS • ELECTRIC RANGES • AUTOMATIC WASHERS • AUTOMATIC DRYERS • FOOD FREEZERS • ROOM AIR CONDITIONERS • DISHWASHERS • BUILT-IN RANGES • DISPOSERS • ELECTRIC WATER HEATERS • ICE CUBE MAKERS



**FRIGIDAIRE**  
DIVISION OF GENERAL MOTORS

AMERICAN MANAGEMENT INSTITUTE:

# Why Maytag Is A Well-Managed Manufacturer

**FIRST**, it's run by people who are properly paid and who work within a simple company structure which lets them communicate quickly and act quickly.

**SECOND**, its product is not tied to annual model changes nor to less profitable products, and Maytag washers and dryers are good ones.

**THIRD**, Maytag stays out of debt and keeps other people out of debt. Its fiscal policies remain firmly in Maytag hands.

Those, at any rate, are the conclusions of the American Institute

of Management in a management audit released recently to business

executives across the country.

**The audit is impressive:** 12 pages on impressive paper with impressive letterheads. It goes into considerable detail, particularly in those areas where Maytag practice diverges sharply from what AIM considers the standard industry habit.

Thus it makes interesting reading. Here are some of the high points in the report of AIM.

**In washing machine production**, Maytag is second only to Whirlpool.

Its share of the market is undiminished by the competition of the

last few years even though it has no protective patents or fortuitous discoveries working for the company.

**Management is Maytag:** A simple straightforward succession of bosses with that name. The report makes no bones about the strong rule of the founder, F. L. Maytag, regardless of what the titles of his subordinates of the moment were.

While present management has developed several strong management echelons, Maytag still has a boss named Maytag. (President Fred Maytag II owns, incidentally, 75,500 shares in the corporation.)

**Stock is relatively closely held**, with 57% of the 3.3 million shares held directly or in trust by various descendants of the founder. A Maytag stock option plan is typically Maytag: Some 5% of the shares may be optioned by key executives, but the option is at 95% of market value and the plan prohibits the company from directly or indirectly lending money to executives so that they can exercise the options.

**Maytag research** concentrates on improvements, not wholly new developments, and has made significant contributions. However, the AIM audit states Maytag should spend more time and money on more basic research.

**Maytag's board** meets for five hours every quarter to listen to prepared reports from five department heads. There are also additional partial meetings of the board of directors from time to time.

**Maytag has not had to borrow in 35 years.** With plenty of retained earnings, the company is extremely flexible fiscally. It encourages dealers toward self-sufficiency by the simple measure of selling only for cash or on sight draft with bill of lading. It does not fool with captive finance companies, or any other device for extending credit to dealers.

**Marketing is not the dominant factor** in company management.

**Long-term close associations and close social contacts** in the town of Newton, Iowa, concentrate Maytag executives' attention on the company to an extent far beyond that seen in most businesses according to the AIM report.

AIM's survey of Maytag is made by people who obviously approve of a company that exemplifies "traditional American thrift and financial self-sufficiency." The implication is that all other companies in the business do not so exemplify such American traditions.

As an outside look at a company respected by the industry, the AIM study falls short in just two details: Maytag has not completely sloughed off outside manufacture of its products, since Iron-Rite still makes ironers with the Maytag label, and dealers in some metropolitan areas do get merchandise without cash on the barrelhead, though policies are not close to being so flexible as those found in most other manufacturing companies.

**Better Sound Reproduction**



Model #937 — 3-dimensional Emerson Stereo Portable in two-tone luggage case; three separating speakers

WORLD'S FAVORITE AUTOMATIC RECORD CHANGER

**dependable**

**BSR**

**BETTER SOUND REPRODUCTION**  
CRAFTED IN GREAT BRITAIN BY BIRMINGHAM SOUND REPRODUCERS, LTD.  
Distributed in U. S. by BSR (USA) LIMITED, College Point 56, L. I., N. Y.  
In Canada: Musimart Ltd., 901 Bleury Street, Montreal

©1961 BSR (USA) LTD. NEW YORK



**YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!**

# THIS IS A 6,000,000 DOLLAR SMILE

It belongs to the boss . . . your boss and ours, the customer. When she's satisfied, things are rosy; when she's not, it shows in the profit column. The best way we know to keep her happy is to make sure the RCA WHIRLPOOL appliance she buys works right and keeps on working for a long time. That's why we invest more than \$6,000,000 a year in quality control operations. We want to make sure she's satisfied with the styling, design and, above all, the performance of the RCA WHIRLPOOL appliance you sell her. That satisfaction puts a smile on her face . . . a smile that looks like six million dollars . . . and it builds a steady upward movement into your sales curve and ours. That's why we say, "Your greatest asset is our quality performance!"

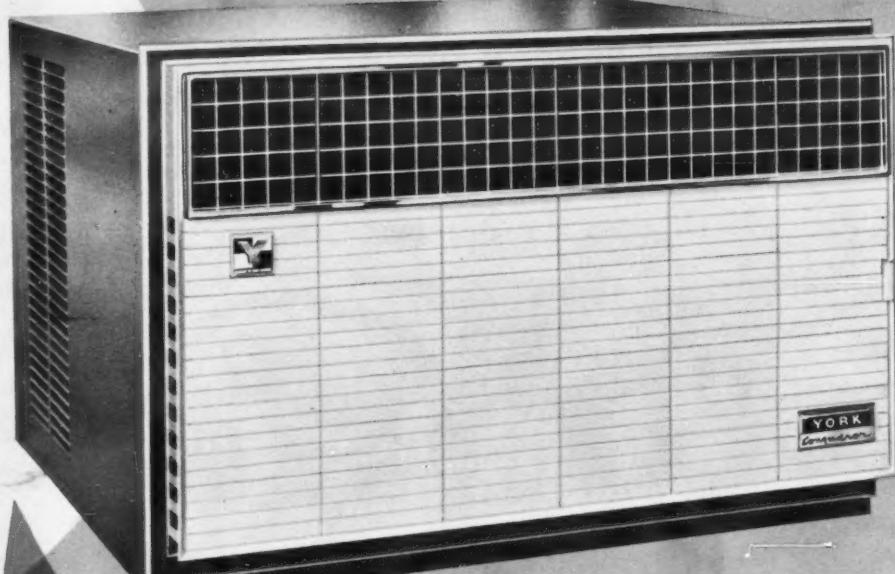


Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Wash Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

SIGN UP WITH  
YORK NOW  
FOR THE

# TOP SALE OF THE ROOM AIR



## YORK CONQUEROR

for heavy-duty multi-room cooling!  
115V., 12 Amp., 230 and 208V. models.

SEE YOUR YORK DISTRIBUTOR AND

GET THE **TOP BONANZA** in '61!

**TOP PERFORMANCE BONANZA!** Every York Room Air Conditioner is subjected to the most rigorous testing by the most advanced testing facilities in the industry.

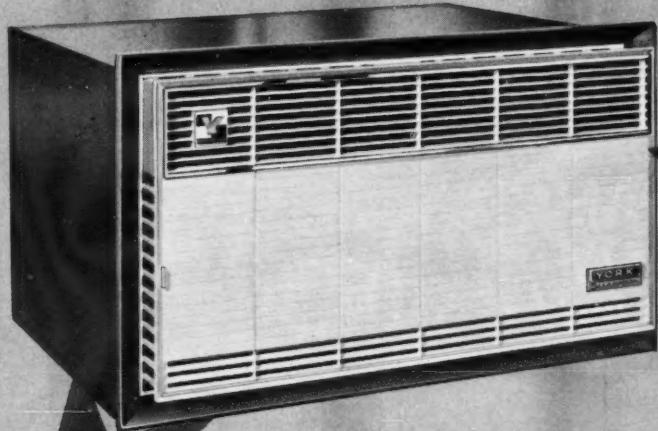
**TOP VARIETY BONANZA!** An all-star cast of room air conditioners to meet all the demands of the mass market.

**TOP PROFIT BONANZA!** You sell at a competitive price and cash in on higher mark-ups, too.

**TOP FRANCHISE BONANZA!** The York Franchise is a *Blue Chip* Franchise—the franchise that backs you all the way with products and promotions that build sales now... and in the future.

# 8 STARS CONDITIONING WORLD!

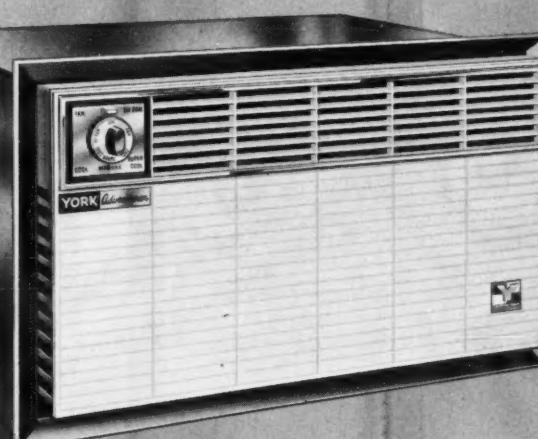
**BOX OFFICE RECEIPTS PROVE IT! YORK HAS TRIPLED  
ROOM AIR PRODUCTION IN THE PAST 4 YEARS!**



## YORK DISCOVERER

for high-capacity cooling at nominal cost!  
115V., 7½ and 12 Amp., 230 and 208V. models.

Available with  
new Easy-Mount  
Installation kit!



## YORK ADVENTURER

for powerful cooling from a compact,  
lightweight unit! 115V., 7½ Amp. models.

*Three improved York Room Air Conditioners with every  
practical new feature ever invented!*

- 2 cooling speeds
- Exclusive Cooling Maze Coils
- 9-position thermostat
- 2-cylinder compressor
- Multi-Direction Air Grille
- Hygienic Filter
- Fresh Air and Exhaust Vent
- Ultra-quiet operation
- Smartly designed to stay in style

NOW FEATURED  
NATIONALLY

**BALANCED**

**COOLING**

*National ads tell all America that York Balanced Cooling offers balanced temperature, humidity, circulation and filtration for better health and comfort! All this—made possible by York's manufacture of all major components!*

# YORK

ROOM AIR CONDITIONERS

**76th YEAR**

in air conditioning  
and refrigeration  
...the longest run  
of them all!

**YORK** BW

YORK CORP., SUBSIDIARY  
OF BORG-WARNER CORP.  
SOUTH GRANTLEY RD.  
YORK, PA.

# PEOPLE / IN THE NEWS

**Whirlpool Corp.**—C. A. Spagnuolo was named builder sales manager for the Southeast and William E. Schleef was appointed builder sales manager for the East Central region.

**Norge**—Eugene W. Hubert was appointed product manager for coin-op dry cleaners and other commercial equipment. Previously he was central division sales manager for Easy Laundry Appliance division of the Murray Corp.

**Ebc Manufacturing Co.**—The Columbus, Ohio, manufacturer has an-

nounced the appointment of the following district sales managers for Oasis and Kelvinator brand water coolers, hot 'n' colds and dehumidifiers: K. W. (Pete) Rice, for Kansas, Missouri, Oklahoma, Arkansas and southern Illinois; Paul W. Sullivan, for Louisiana and most of Texas; R. C. Immel, for New Jersey and metropolitan New York City and Philadelphia. James A. Wylie was named assistant advertising manager.

**Yuba Power Products Inc.**—Roger Taylor was appointed sales manager of the outdoor power tool division of the Cincinnati manufacturer.

**Regal Ware, Inc.**—Ronald O. Reigle was named sales manager of the company's new direct sales division.

**Phillips & Buttorff Corp.**—George J.

Hearn Jr., a business counselor, was named president of the range manufacturer in Nashville. He succeeded W. L. Lawrence Jr. in a reorganization of top management. J. C. Schutt, like Hearn an Equitable Securities Corp. vice president, was named a Phillips & Buttorff vice president.

**Hamilton Manufacturing Co.**—William Bond was named eastern Divisional sales manager; Ralph E. Halvorsen assumed the same duties in the western section of the country. Sid Johnston joined the company to represent it in the mid-continent area.

**Towne Products Inc.**—Steve Zaveson was appointed sales manager of the Adamsville, Pa., manufacturer of rotary lawn mowers.

ELECTRICAL MERCHANTISING WEEK  
VOL. 93 NO. 7

LAURENCE WRAY EDITOR

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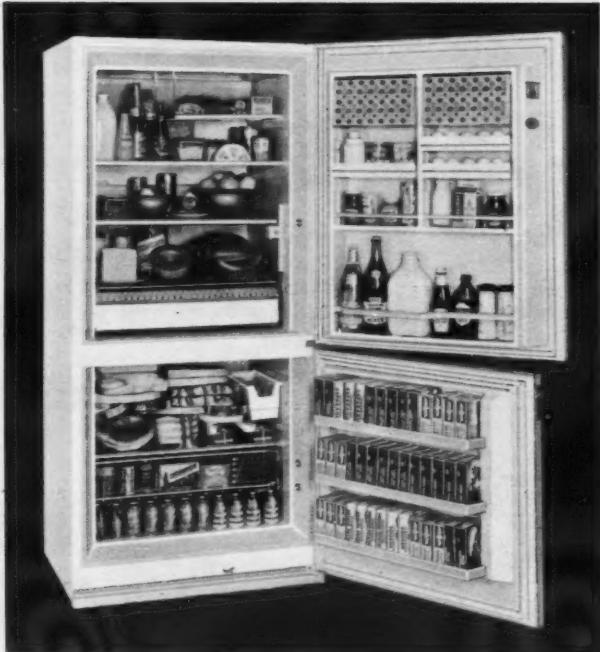
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## JUST FOR YOU

YOUR PERSONAL BUSINESS is "must" reading for thousands of dealers who turn to it each week for personal as well as business advice. And it's an EM WEEK exclusive. In this issue, you will find it on page 22.

# You get MORE out of the line because there's MORE in it!

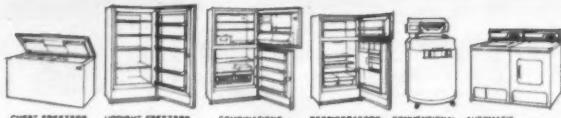
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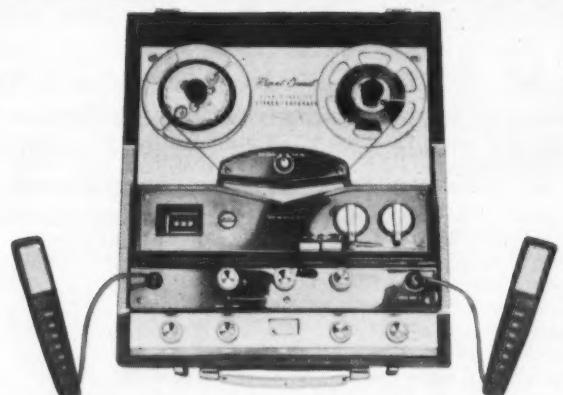
Easy. You attach them to the marvelous premiums that you can give FREE with the Webcor *REGENT CORONET* stereo tape recorder and the Webcor *HOLIDAY* portable stereo fonograf. It's Webcor's big Spring Promotion—a free Keystone 8mm. movie camera with the tape recorder; a free portable transistor radio with the fonograf.

These items are tailor-made to step your customers up from lower-priced items to Webcor's high quality, higher profit merchandise. The *REGENT CORONET* is built with every

professional feature known, including the remarkable new language and music learning device, *SYNCHRO-TRACK*. The *HOLIDAY* is Webcor's famous "go-go" portable stereo fonograf with detachable wide range speakers.

Your profit on the camera-recorder package alone will often exceed the profit you would make selling both a lower-priced camera and a recorder!

**Get in on the big Spring Rush to Webcor.  
Talk to your Webcor distributor today!**



Webcor Regent Coronet Stereo Tape Recorder



Webcor Holiday Stereo Portable Fonograf

## ZERO IN ON WEBCOR NOW

with full-page magazine ad support in  
*LIFE, ESQUIRE, CORONET, SUNSET and TAPE RECORDING*



## SALES TALK #1

Beginning In This Issue...

AN EM WEEK BASIC INFORMATION SERVICE

By CHET CUNNINGHAM . . . who has worked both sides of the sales counter, first as a salesman in a large hardware-appliance store and then as the author of successful sales training programs. For some years he was with the Jam Handy Organization, the country's largest producer of audio visuals and sales training material. Now he has his own firm and is creating special programs like EM WEEK's SalesTalks.



# A Sales Training Program For

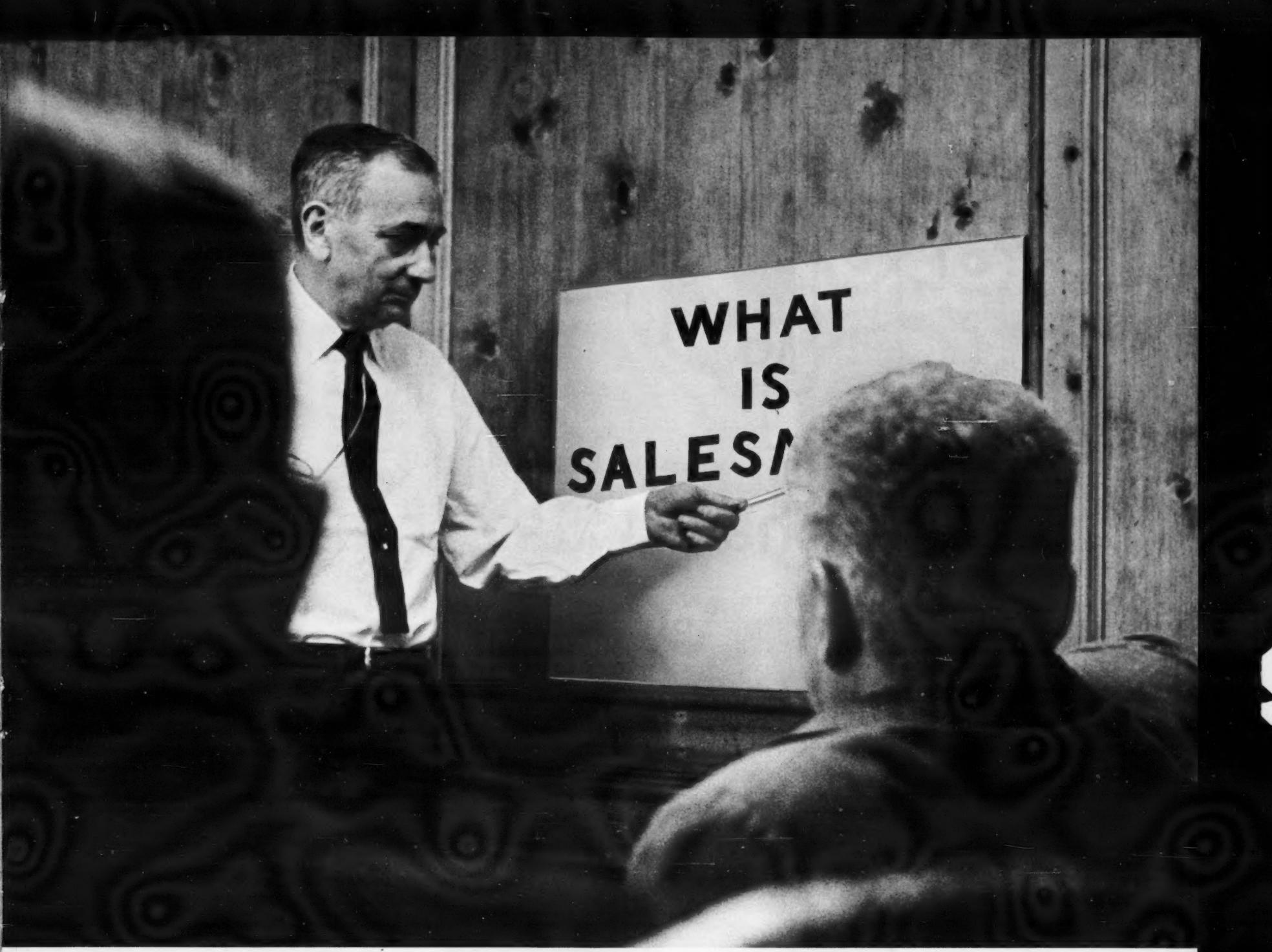
**TURN THE PAGE FOR JUST A MOMENT . . .** what you see there is the first installment of SalesTalk. It will be a regular monthly feature in EM WEEK for the next year.

It's a complete retail sales training course, with a ready-to-use script and suggestions for simple visual aids which you can prepare at practically no expense.

Each month we'll present one of these easy-to-use 15-minute scripts. Each lesson will

take up a new aspect of salesmanship.

These meetings are short—but can be expanded depending upon how many persons you have at the meeting and how well they talk. That's because this is a "conference" type of sales meeting. The leader covers certain points and lectures briefly. Then the meeting is thrown open to discussion. In this way your younger salesmen can learn from the old pros on your staff.



# Your Store

**WHY DOES YOUR STORE NEED SUCH A PROGRAM?** How many new clerks do you have in your sales staff? How many clerks do you have who have had no formal sales training? How many sales do you lose everyday because clerks do or say the wrong thing to prospects who would otherwise buy from you?

If your store is like 98% of the others in this business, you need a retail sales training program. Here's your chance to have one, at practically no cost to you.

**HOW CAN YOU START SUCH A TRAINING COURSE?** First, talk up the idea with all of your salesmen. Tell them that this is voluntary, but at the same time assure them that you are most anxious for them to come. You can point out that they will probably get enough from these monthly meetings so they can sell more, do a better job, and be in a good position for advancement and pay raises. The voluntary aspect eliminates union problems too.

It is not an obligatory meeting—so it is not chargeable time for wages. Most stores find it most convenient to hold evening meetings.

Encourage your top salesmen to attend so they can help you train the younger ones. When the less experienced men see the big boys attending, they will want to come too. Be sure that your management people who have had recent sales experience also attend. They can contribute to the sales experience discussion.

**WHERE TO MEET?** If you have a conference room, use it. If you have a salesman's or employee's lounge, that might work. But be sure to set up a comfortable area with chairs for everyone. Place the chairs so everyone can see the speaker. Use a small table as a speaker's platform and provide some sort of an easel stand for your flats.

**WHAT MATERIALS ARE NEEDED?** Be sure to use the visuals that are called for in the Meeting Guide. They are simple, easy to make, and may seem elementary and of no value. But they are. The mind learns and retains 80% more when there is a visual medium. So use them. They are easy to make and cost almost nothing.

These flats can be made from 8 pieces of cardboard. They should be 30 inches wide and 24 inches tall. Cut these out of large packing boxes without folds, or use an inexpensive art board. For each meeting, use brown or white wrapping paper and cover each cardboard. Tape the rear edges to make a neat, clean surface.

On these "flats" or posters, you should copy the information shown in each of the six or eight visual boxes called for in the Meeting Guide. These can be arranged however you like them, and then lettered with a large marking crayon, or felt pens with refillable ink supply. Such pens cost 59 cents at stationery stores and come in several colors.

If you have someone talented artistically, have him illustrate each of the posters. Be sure the

words dominate in every case, however.

These flats can be set up against a box or a chair to serve as a standard. If you have a regular chart or easel stand use that. Place the flats with the first one in front and the others behind it in the order you want to see them. Have a blank one in front. Then to reveal each card, simply take off the first one and reveal the one behind it. Lay the used cards on the table or the floor.

Now, following the Meeting Guide very carefully, conduct your sales meeting. You will want to cut the two pages out of this magazine and staple them on a piece of cardboard. This will make them easier to read. You'll be surprised how simple this meeting is to put on, and what a lot of good will come out of it.

To help encourage participation, you may want to serve coffee and doughnuts or cookies at the end of the meeting.

**HOW MUCH WILL IT COST?** Almost nothing. Just a little time to have the flats made, and your own rehearsal. Each of these sales meetings would cost \$200 to \$500 if you had them worked up for you by an outside sales training consultant.

However, EM WEEK considers sales training so important in today's market, that it brings them to you in a monthly series as a part of its continuing service to the retailers in the field.

*Continued on page 20*



## SALES TALK #1 CONTINUED

# 'Just What Is Salesmanship'

### HOW TO MAKE A FLAT

1. Before each meeting cover your eight pieces of cardboard with brown or white wrapping paper. Tape the rear edges like this to make a neat, clean surface. You'll re-cover the boards for each lesson.

2. Now, use a large marking crayon or refillable felt pen (about 60 cents at your local stationery store) to letter the flats. Copy the words from the visual boxes you'll find in each Meeting Guide.

3. Set the flats against a box or chair (or use an easel if you have one). Place them face down in the reverse order you'll use them and cover the front one with a blank card. Lay used cards on the floor or table.



### NOTES TO THE MEETING LEADER:

Here is your first SalesTalk Meeting Guide. This is designed as a 15-minute presentation to be conducted by you to the sales staff of your store or department. The heart of this meeting is the discussion aspect. There is a "Practical Problem of Salesmanship" for you to help solve through discussion. Encourage all of your people to talk. In this way get an exchange of sales ideas, methods of salesmanship and sales experiences. Control the discussion and keep it on the track. Close the discussion when the audience has talked itself out, or the self-imposed time limit is reached.

Scattered throughout the script are reproductions of seven posters or "flats." We lettered these ourselves, without professional help, to give you an idea of how these flats will look after you've prepared your own (see pictures at left). These posters add interest and a visual stimulus to your meeting.

To make your meeting a real success:

- Practice your presentation
- Encourage all those present to take part in the discussions
- Encourage members of the audience to take notes (supply pads to help them)
- Help them apply these selling ideas to their everyday experience.
- Seat the group so everyone can see you, and then proceed like this:

**LEADER:** Welcome to our first meeting of SalesTalk. Most of you know what these meetings are—a series of get-togethers for informal discussion and orientation about a very important topic to all of us—salesmanship. First . . .

*Reveal first flat and read:*



Who has a definition for us to start?

*Call someone by name who you know will respond. Thank him for his suggestion, then ask for another definition. Get as many as you can to participate. Then go on.*

Thank you for your help. This is going to be the sort of meeting where you will get to do some talking and some thinking. And that's good for all of us. Now, let's see what one "book" definition of salesmanship is:

*Reveal flat #2 and read:*

**"Salesmanship is the art of increasing the satisfaction of customers by persuading them to buy specific goods or services as the best solutions to their needs and desires."**

Everyone sells in a sense, because everyone persuades others to do things. A child who wants attention is selling. The shoeshine boy who tags after a businessman is selling. A boy trying for a date with a girl is selling. But for us retail salesmen, selling is more highly specialized and formalized. Take the sale of a new refrigerator for example. The very first thing the salesman does when he sees a young couple examining a refrigerator is . . .

*Reveal flat #3 and read:*

**WIN  
THE  
PROSPECT'S  
CONFIDENCE**

You do this in a number of ways that we'll get into in another SalesTalk meeting. But one of these is through your appearance and the friendly greeting you give. As salesmen we must win the confidence of our customer or he simply will not believe anything we try to tell him. We have to think from the customer's point of view. Put ourselves in his place.

We must remember his needs and desires. Remember, more business is done through friendship than any other way. So be friendly and learn what your customer's needs are. When the customer senses you are "on his side," and that you really understand what he wants, then he is ready to listen to you.

When you obtain your customer's confidence, your next job is . . .

*Reveal flat #4 and read:*

**SATISFY  
THE  
CUSTOMER'S  
NEEDS**

Remember, this person you're talking with is a lot like you are. He doesn't want to give up his

hard-earned money without being very sure that he is getting in exchange something of value that will satisfy a longing or a need. Unless you can convince him of this fact—you have no sale. In this case our young couple needs a 12-cubic-foot refrigerator, because they have three boys who drink milk like calves. It's your job to show this couple that your refrigerator, in fact this very one on the floor and available now, is the one that meets their needs. No salesman worth the name will deliberately sell a customer an item he knows cannot be used.

Now comes the third of the salesman's tasks, that of . . .

*Reveal flat #5 and read:*

**PERSUASION**

You have won this couple's confidence, you understand what they need, and they are aware of your understanding. You have presented to them a product that you believe will fill this need. Now it is up to you as the salesman, to *persuade* your customer to buy *your product*. You are not selling 12-cubic-foot refrigerators. You are selling the new Double-Deluxe Hydro-Frost-Matic Deep Six refrigerator. They want a 12-footer, they need a 12-footer, you have one, so sell it.

Sometimes this persuasion is the "easy sell," a step-by-step process that presents the product, shows how it meets the exact needs, indicates the availability, and moves on into the price and financing arrangements so smoothly that the couple never realizes that the salesman had anything to do with helping them to make up their minds.

Actually he has done everything he could. He has supplied the needed information at the right time. He has led the conversation along needs and benefits and advantages. He has been selling. These, then, are three essentials in any sales contact—Confidence, Satisfying the need and Persuasion. In SalesTalk meetings to come we will go much more deeply into all of these areas. This is salesmanship in its barest outline. Now Let's consider . . .

*Reveal flat #6 and read:*

**How does  
SALESMANSHIP  
fit in?**

How does it fit into the American Way of Life? From the very beginning of our nation, the free-enterprise system has nurtured us and made us great. Salesmanship has played an important role in this greatness, as it has helped this nation to rise to become the leader of the free world.

In a generally free economy such as we have, the salesman becomes a key figure who must keep the products moving off the display racks and into the homes of our 170 million consumers.

Salesmanship in all of its various forms—from a tycoon buying half a town to a clerk in a dime store suggesting the blue ribbon as well as the

white—covers the total life flow of this country. In some of its aspects salesmanship today has become an established profession, with training schools, specialized instruction, and wages and commissions soaring up to \$50,000 a year.

As salesmen we can be proud to be part of this great group of men and women who turn the wheels of our free enterprise system. *Long Pause.* During each of these meetings we have together, we will be discussing a . . .

*Reveal flat #7 and read:*

**Practical  
Problem  
of  
SELLING**

The first of these is easy, and will be simple to solve for many of you. But these are problems that come up time and time again in our business. In many ways each problem will relate to the points we have been talking about previously. Here is where you people get right into the meeting. I'll throw out a problem. Then I want each of you to tell how you would handle it, or what was done wrong. Here we go.

Mrs. Porter came in to the Acme Appliance store five minutes before quitting time. She fussed around an upright freezer and mentioned that she might need one of those someday. Carl Johnson, who had the floor, smiled and nodded. Then he gave his "streamlined" sales presentation about this "Deep Six" freezer. Carl glanced at his watch twice while giving the abbreviated presentation and wished the old gal would turn around and walk out. When he finished, she did. She said she might be back.

Now, tell me, just where did Carl make his mistake?

*Call on a person who will respond. Talk over every possible mistake made. Get everyone to participate. Allow three to five minutes here for discussion on a 15-minute schedule. Let the talking run longer if it is worthwhile. Keep them on the topic. Then summarize:*

Let me summarize what has been said here.

- First, Carl failed to win the confidence of his customer.
- He failed to discover the real needs of the customer.
- He was discourteous to her with his abruptness.
- He gave a hurried product presentation.
- He glanced at his watch during the presentation.
- He failed to get his customer's name for a later contact.
- He failed to tell her his name and ask her to stop back tomorrow to look at it again.

*Long Pause*

Now that we have talked over this one simple sales problem, it should be easier for us to remember the three basic aspects of salesmanship:

1. Win customer confidence; smile, be friendly.
2. Discover the customer's needs and desires.
3. Be persuasive about why your product fits the needs the customer has outlined.

Try out these three simple sales signals on your next prospect—and you'll be surprised how well they work!

*Dismiss the group. Remind them of the date of the next meeting. Offer them refreshments if they have been planned.*

© October 1960 by Chester G. Cunningham  
(For SalesTalk #2, see EM WEEK, March 13.)

## YOUR personal BUSINESS

If the wine industry has its way doctors will soon be recommending a bit of the bubbly for a health aid. The Wine Advisory Board is pushing wine as an effective way of controlling fat absorption after surgery and as an appetite stimulant. Though there are no reliable clues as to how well the board's campaign is going, at least a few doctors have come out—in print—in favor of wine as a dietary beverage, especially for elderly patients.

▲ ▲ ▲

Here's another "Your Personal Business" round-up of tax questions and answers. Not all of the points covered are brand-new ones, but they're always applicable.

Is there any way to extend your income tax return due date? Yes. But you have to go about asking for an extension in the proper manner.

In the first place, this year you have a built-in extension. Since April 15 falls on a Saturday, you have until April 17 to file your return with your local district director.

But if you can't meet the April 17 deadline, here's how to get an extension:

(1) Ask early enough. That way you avoid a penalty for not filing on time.

(2) File for an extension with Form 2688. Or, if you use your own stationery, include the information required by Form 2688. For instance: (a) the date you would like to file on; (b) whether you filed timely and estimated tax declarations for the last three years; (c) a detailed explanation of your reason for an extension.

(3) Be sure you have a good reason: The Treasury will not accept an incomplete reason such as "illness," or "my tax return preparer is too busy," without a fuller explanation. Instructions on Form 2688 warn that your application will be considered on the strength of your efforts to meet the filing date, not on the convenience of your tax counselor to prepare your return.

If your application is approved, you'll get an initial extension for 60 days.

How do you handle state sales taxes in your federal income tax return? The Treasury recently has put out some guides to help you figure how much you should deduct for state taxes.

Why are the guides necessary? Since you can't have receipts for many of the sales taxes you pay, the Treasury has allowed you to estimate family purchases. But often, you may overestimate—quite innocently. And an overestimation may cause the Treasury to run an audit of your return—which means expense for them and often trouble for you.

Where can you get guides? If you live in one of the following 34 states or the District of Columbia, contact your local district director. He will either give you a copy of your state's guide or tell you the estimated sales tax deduction for your income bracket and family size. States are: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia and Wyoming.

Does the guide put a limit on what you can deduct? No. You can deduct more than the suggested Treasury figure if your actual sales tax payments are more. But you must be prepared to support your deduction with complete records in the event your tax return is questioned by the Internal Revenue Service.

## A DEALER SALESMAN



**There's Gold In Them Thar Import Items From Abroad**

Offhand there is only one item I can think of on which it pays to step down the customer. This happens to be those pint-sized transistor radios from the Land of the Rising Sun. I do not think that this statement is so crazy as it may sound to the uninitiated.

Take this dame who walks into the store. She asks to see a Paramount, which is a top-rated domestic transistor. I show same to her, she asks the price, I say \$34.95. Immediately she tells me it is too expensive, do I have another American-made set for cheaper. I do not try to argue with her further because the price I have bopped her with is \$1.47 over cost.

Instead I take this female down a notch to the GM, another domestic brand on which I quote \$24.79, which is \$1.97 over cost. "Twenty-five dollars is more than I wanted to spend," she replies. This is the point where I might ordinarily start the pitch to convince that the features and the enjoyment are worth the money. Not me though this time. All along I have one set in mind that I am going to sell this little woman. It is the Ichibaki, a most beautiful little transistor set from the Orient. And the most beautiful thing about the set is that it has a cost of \$12.89—case, earphone, battery and all.

"Permit me to show you an amazing set," I tell the lady, taking the Ichibaki from the shelf. "How much is this set?" she inquires. I tell her \$19.95. And my eyes glinting for that seven buck profit, I go to work.

I know it will not be easy to sell the Ichibaki, however. Price still isn't all. The customer still is plenty skeptical of items made in the Far East, but the Oriental manufacturers, or the importers, or whoever they are have plenty of savvy.

Number one thing I have on my side when I start in is that the average import is difficult to shop because there seem to be a thousand different brands and each one looks just a little bit different from the next. This is quite a contrast from the popular domestic makes which are sitting ducks for every throat-cutting price-shopper.

Also the imports are always colorfully packed with all accessories visible and they take the trouble to insert schematics, specs and instructions in each pack. This cuts the selling job in half, for there is nothing more impressive to the doubting buyer than a set of specs—even if he does not understand a word in them.

Now, I know my customer may be holding back because she is worrying if she has to send to Osaka for repairs and parts. So without her saying a word, I take out the guarantee and brandish the name of the local service station in front of her. I take off the back of the set and display the names of the American batteries she can buy in any local store. I also point out the sticker which states that the set is licensed under U. S. patents.

All the while this is going on, I have been demonstrating the Ichibaki. The volume is great, the reception is clear, and the aforementioned lady is on my waveband now. Another Ichibaki has found an owner.

Is it worth all the trouble to do a selling job on a cheap little import? Well a \$12 transistor can be sold for \$19 or \$20; a \$7.50 imported five-tube table radio for \$11 and a \$20 AM-FM radio for \$32. This is a terrific percentage markup for our business.

**ABOUT THE AUTHOR**—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.



# new products

## THOSE NEW COIN-OP DRY CLEANERS

### Here are the first 3 on the market

**NORGE** coin-operated dry cleaner is designed for sale in "Village" units in quantities of a minimum of 8. They are designed to clean up to 8 lbs. in approximately 45 min. for \$1.50.

Resembling a clothes washer or washer-dryer unit uses a specially formulated cleaning solvent, Norg-Clor, from a single central source—a separate 50-gal. tank. When cycle is completed, excess fluid is pumped back into reservoir.

It operates as follows: after clothes are put in, solvent is pumped continuously through clothes as it is agitated. The solvent is cleaned and purified as it recirculates. When cycle is completed garments are heated and spun to vaporize the remaining fluid, rendering clothes odorless. Machine

preserves creases, ruffles and pleats; clothes are also wrinkle free—needing only an occasional steam iron touchup.

Takes practically all fabrics not put into a laundry except plastics, paper, leather, rubber, fur, angora, or garments trimmed with these materials.

Pretreating of some soluble spots is recommended, with an installed pull-out water spray, also underarm stains.

**Price**, the smallest "Village" of 8 dry-cleaning units, around \$40,000. "Villages" are also available with laundering units.

An ideal "Norge cleaning and laundry Village" consists of 16 dry-cleaning units, 24 washers, 12 dryers. *Norge Div., Borg Warner Corp., Merchandise Mart, Chicago 54.*

**RCA WHIRLPOOL** automatic dry cleaners are now being marketed to professional dry cleaners across the nation and are completely self-contained plants that operate on 220v.

Similar in appearance to the RCA Whirlpool combination washer-dryer, the unit is designed to clean up to 8 lbs. clothes in 50 min. for \$1.50.

Cleaning cycle begins when the weighed clothes are placed in machine, door closed, and quarters dropped into coin slot. Door locks automatically, using the Filter-Stream action, clothes are tumbled, saturated and washed in non-flammable perchlorethylene solvent that is continually filtered, for approximately 12 min. The solvent is then extracted and the clothes spun for 4 min. preparatory to drying. When solvent is removed, a controlled heat of less than 150 degs. is circulated through tumbling clothes for 29 min. In final

4 min. clothes are deodorized by air circulated at room temperature. Unit automatically shuts off at cycle end. Most wrinkles disappear during cleaning period. Items not to be cleaned include leather, imitation leather, plastic-coated fabrics, rubber, fur, pillows, cushions, stuffed toys. After each 12-cycle use, a "last load" light flashes on front panel and machine will not take additional coins or operate until an attendant has serviced the machine.

Units will be sold singly or in quantity without other commercial equipment involved.

A geodesic dome which will house a maximum of 6 units is also available. In this dome, cleaners will be installed in a central partition which provides access to front of machines. **Price**, approximately \$2,250 depending on quantity purchased. *Whirlpool Corp., St. Joseph, Mich.*

**WESTINGHOUSE** coin-operated dry cleaner, for use in neighborhood laundry stores, is designed so that from 1 to 3 units can use a single filter system. The machine will handle an 8-lb. load in 45 min.; user puts the items in cylinder, closes door and inserts quarters in coin slot which factory has set at 6, or \$1.50 per load, but individual owners can establish prices.

A single unit is 32 in. wide, 63 in. high. In its basic operation it employs the operating principles of Westinghouse automatic washers. A cleaning solvent, perchlorethylene charged with a dry-cleaning detergent is pumped from a storage tank into washing cylinder. As clothes tumble through the solvent, the liquid is continually recirculated through an activated-charcoal filter, which removes soil, fatty acids and colored



NORGE



RCA WHIRLPOOL



WESTINGHOUSE

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ELECTRICAL MERCHANDISING WEEK

# IMPACT

**FOR THE FIRST TIME A TWO-DOOR AT THE PRICE OF A SINGLE DOOR!**

STORES MORE!  
**89 LB.**  
ZERO-DEGREE  
**FREEZER**

4 BIG SHELVES IN  
**NO-FROST**  
**REFRIGERATOR**

FITS SMALL SPACE!  
**ONLY**  
**28" WIDE**

**NOT A LEADER MODEL BUT DELUXE THROUGHOUT—WITH  
THE CAPACITY, SIZE, FEATURES AND PRICE THEY WANT!**

Another important first from Hotpoint gives you the powerful competitive advantages you need to sell more refrigerators in '61. It's Hotpoint's dramatic new entry—a family-size two-door COMPACT refrigerator-freezer. Now you can sell big two-door capacity—big two-door features and big two-door quality—all in a slim, trim model only 28" wide. And even though Hotpoint's new COMPACT is deluxe throughout—it's priced to outsell competition at every turn. It's just one more example of how Hotpoint refrigerator dollars buy more—and sell more from top to floor. Contact your Hotpoint Distributor now for the complete sales story.

**Hotpoint Dealers' profit opportunities are greater than ever before  
... if you're not a Hotpoint dealer, you should be!**

**CHECK THESE HOTPOINT  
DELUXE COMPACT FEATURES**

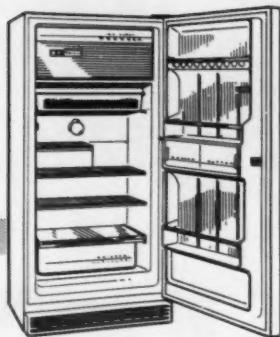
- ✓ 89 LB. ZERO-DEGREE FREEZER
- ✓ NO-FROST REFRIGERATOR
- ✓ 4 BIG CABINET SHELVES—  
15.1 SQ. FT. OF SHELF STORAGE
- ✓ SUPER SPACE DOOR SHELVES—  
FOR HALF-GALLON BOTTLES
- ✓ FULL-WIDTH PORCELAIN CRISPER
- ✓ TWO GLIDE-OUT SHELVES
- ✓ 2-COMPARTMENT DAIRY-STOR
- ✓ MAGNA-SEAL DOOR GASKETS
- ✓ NEW COMPACT SPACE-SAVER STYLING
- ✓ COSTS LESS TO BUY...LESS TO OWN



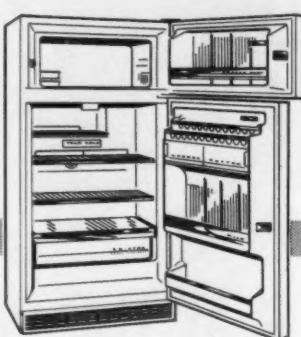
# point

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

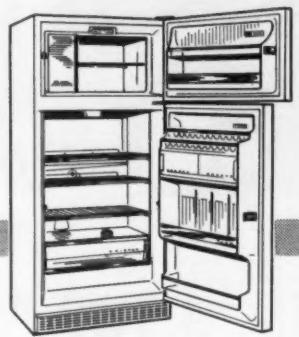
*PHILCO launches its 1961 Refrigerator line with a  
revolutionary new  
merchandising policy*



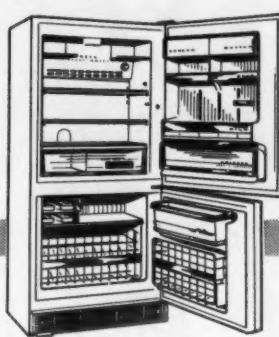
Choose from 3  
non automatic models



Choose from 2 small  
automatic models



Choose from 3 large  
automatic models



Choose from 3 deluxe  
"air-wrap" models

# *"Four on the floor"*

the greatest Profit-Protected Refrigerator  
Merchandising Plan Ever Offered in the Industry!

**Dealers everywhere acclaim** Philco's new **TOTAL MARKETING** concepts! Now, for Philco refrigeration comes a merchandising policy that *protects the dealer's profit*—from factory to consumer... offered for the first time in the refrigerator industry... and *only by Philco!*

**1. "Four on the Floor".** Just four basic models on your floor enable you to sell and *sell up* to any refrigerator in the entire 1961 Philco line. This gives you *minimum investment* with *maximum sales power!*

**2. Price Protection.** Every model on your *floor*, every model in *your stock*, every model you *sell* is price-protected up to July 1st, 1961.

**3. Reducing Investment.** Every Philco refrigerator you buy (after your "Basic Four") earns you a rebate on your original "Four on the Floor" samples. The more you sell, the lower your original investment!

**4. Strong LOCAL Advertising Support.** Outstanding full-color national magazine advertising will pre-sell millions of women customers. Concentrated *local* newspaper schedules will send customers to dealers' stores. To make sure that prospects can see what they *read* about, Philco offers this Refrigerator Merchandising *Profit-Protected, Floor Display Plan* to make it easy and profitable for you to *sell* the Philco "Four on your floor".

Join the Philco "Total Marketing"  
Plan. Get the Full Story from your  
Philco Distributor—it's Sensational!

*"Only Philco has it!"*

FOR MERCHANDISING IDEAS THAT PAY OFF,  
YOU NEED

**PHILCO**



*Famous for Quality the World Over*

ELECTRICAL MERCHANDISING WEEK

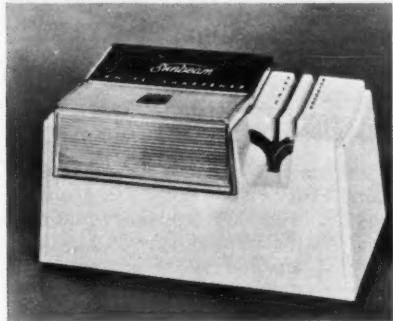
## SUNBEAM Expands Housewares Line To Include Blenders & Knife Sharpeners

**Sunbeam enters blender and knife sharpener field** with newly designed models, also a new multi-cooker frypan.

**The blender**, a 2-speed automatic No. BL, features newly designed cutting blades that give 4-level blending action. The new blade design permits 72,000 blending actions per min. Other features include a 1/2-hp motor that operates at up to 18,000 rpm at constant speeds; easy-to-see blending chart above finger-touch speed control knob; new easy-grip handles indented to retain slim, easy-to-store design, and large 5-cup liquid, 1 1/4-qt. heat-resistant tapered jars.

**The 2-wheel deluxe knife and scissors sharpener** No. KS sharpens both sides of knife simultaneously. Designed to overlap, the wheels provide a "hollow ground" edge; the wheels are of

KNIFE SHARPENER



hard fine aluminum oxide.

**The multi-cooker frypan** comes in 2 sizes, both equipped with extra-high dome covers suited to roasts and buffet dishes. One model has buffet-style handles. All have 6-position high dimension tilt cover and a new removable heat control unit.

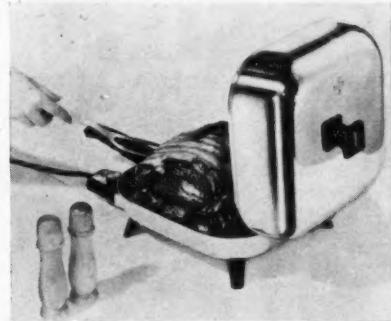
**Prices**, blender, \$42.95; sharpener, \$19.95; frypans \$29.95 for medium MCM, \$29.95 for MCL large and MCL-B buffet style.

### 1961 Clocks

First "pre-tested design" Sunbeam clocks include 3 decorator models and an oval kitchen wall clock.

"Townhouse" is a pendant, decorative wall clock in walnut with metallic gold bezel; dark brown case; brown hands and numerals; ivory gold face. AC507 is cordless; A503, 110v electric.

MULTI-COOKER FRYPAN



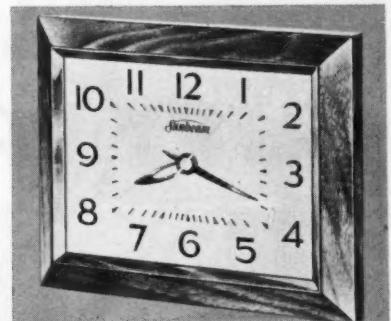
"Slim Wood," B014, occasional alarm in genuine walnut comes with luminous or non-luminous dial; picture frame thin case with full visibility from all angles; brown numerals and hands; contrasting dial.

"The Villa" French Provincial occasional alarm, B013, in natural hand-rubbed fruitwood; white silverplated dial; black hand and roman numerals; goldplated bezel, feet and handle.

"Kitchenette" oval kitchen wall clock has sculptured numerals and handle molded case; wrap-around crystal; flush wall mounting; white, aqua, red or yellow, also chrome.

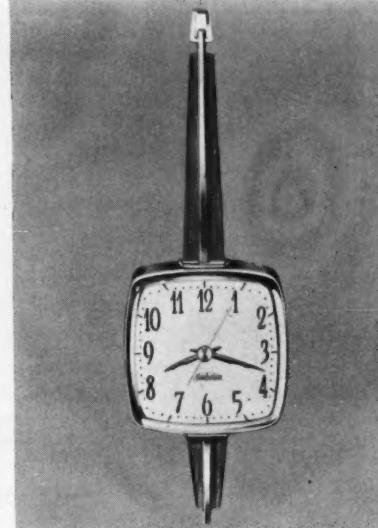
**Prices**, "Townhouse" cordless, \$24.95, electric \$14.95; "Slim Wood," \$10.95; "Villa," \$22.95; "Kitchenette," \$4.95 colors, \$6.50 chrome. Sunbeam Corp., 5600 W. Roosevelt Rd., Chicago 50.

"SLIM WOOD"



2-SPEED BLENDER

"TOWNHOUSE"



### SESSIONS Announces 4 Clocks

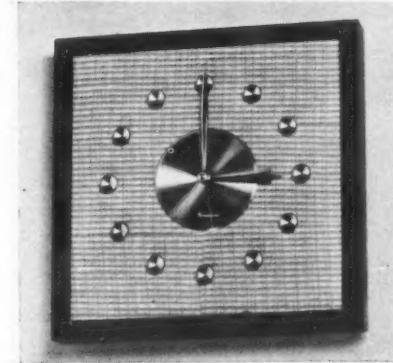
Four new electric clocks are announced by Sessions: Annapolis desk or mantel clock; Matrix wall clock; Winthrop bedroom, mantel or desk clock and Lustre wall clock.

**Annapolis** has a solid mahogany case and handles, brass bezel and nameplate for engraving; dial has second hand, 12-hr. and 24-hr. bands, international signal flag band in 5 colors, ships bell band and 2 bands

WINTHROP



MATRIX



for the ships 24-hr. watch. Arrow-shaped, brass sweep second hand.

**Matrix**, a square decorator wall clock, has ebony-finished wooden frame surrounding a contrasting panel of imported Phillipine malacka grass, laminated to prevent soiling; polished brass button hour markers and hands with satin brass-finished center disc. 12 1/2 in. square.

**Winthrop** is a miniature reproduction of original English bracket clock in solid mahogany with grained mahogany or cinnamon finish. It is 6 3/4 in. high, 5 1/4 in. wide, 2 5/8 in. deep with antique-finished brass ornament. Brass bezel, alarm indicator, black roman numerals on white dial and black cut-out hands.

**Lustre**, a starburst-styled decorator clock, has spires of polished brass, 14-in. diam.; black 4-in. dial with golden embossed roman numerals and hour markers; brass hour, minute and sweep second hands; clock is shipped knocked down with instruction sheet for assembling.

**Prices**, Annapolis, \$24.95; Matrix and Winthrop, \$16.95; Lustre, \$9.98. The Sessions Clock Co., 65 E. Main St., Forestville, Conn.

ANAPOLIS



### CALORIC Built-In Gas Ranges

Caloric's line of "Ultramatic" built-in oven-broiler gas ranges feature contemporary styling; an 18-in.-wide oven that fits a standard 24-in. cabinet opening; removable oven and broiler doors (no pins needed); "keep-warm" oven system with temperatures down to 140 degs.; 7 standard colors: black, white, copper, yellow, turquoise, pink or brushed chrome, color-coordinated to match other Caloric items (counter-top units, sinks, splash plates, ventilating hoods). They are available with combination clock and interval timer; Roto-Roaster rotisserie; illuminated control panel; automatic oven clock control; meat thermometer. Caloric Appliance Corp., Jenkintown, Pa.

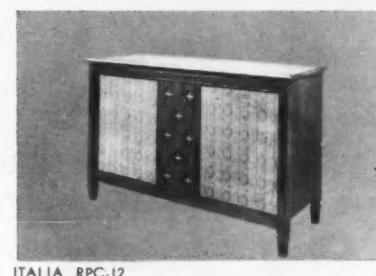


### PACKARD BELL Stereo

Two new stereo units are announced by Packard Bell: the functional stereo RPC-13R and the Italia RPC-12.

**RPC-13R** can be used as a unit and basic piece of furniture or spread for sound separation. It features a tambour-door-covered storage cabinet; Reverb-a-Sound; 4-speed record player; 6 matched, totally enclosed acoustically designed speakers; an AM-FM simulcast radio; and comes in hardwood Scandia finish.

**RPC-12 Italia** in classic provincial, features dual amplifiers; 4 matched speakers; AM-FM radio; 4-speed record player. Also available in Ebony, Scandia and Colonial hardwood finishes. Both models introduced throughout the West, Jan. 21. Packard Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles 64.



ITALIA RPC-12



FUNCTIONAL STEREO RPC-13R

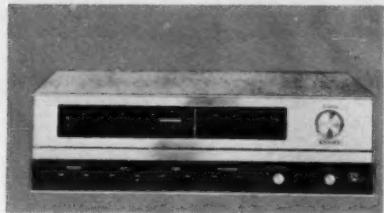
## new products

CONTINUED

### KNIGHT FM Tuner

The new Knight KN-150 professional-quality hi-fi FM tuner features dynamic sideband regulation for optimum retention of any FM station. It eliminates distortion caused by weak signals and overmodulation.

The KN-150 includes full provision for addition of multiplex adapter;



power for this adapter has already been included in the circuit. Even a control for regulating stereo effect, when stereo multiplexing is FCC-approved has been included. A panel light automatically glows when a multiplex signal is being received.

A cathode follower output permits locating the tuner up to 100 ft. from any amplifier, for handy chair-side control. Other convenience features are sensitive afe for drift-free tuning; automatic elimination of hiss and roaring between stations.

A front-panel level control for easy tape recording.

The tuner has 10 tubes plus rectifier and tuning indicator, and comes with a beige-finish metal case. The control panel is solid aluminum and styled in gold and charcoal brown. Price, \$119.95. *Allied Radio Corp., 100 N. Western Ave., Chicago 80.*

### RANGEMASTER Hoods and Ventilators

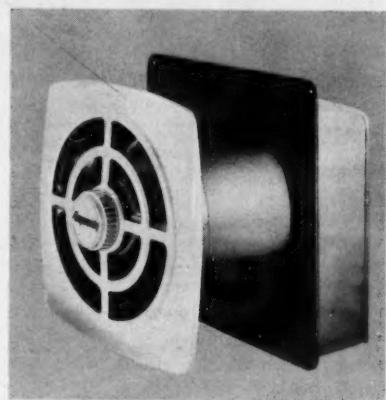
A complete new low-cost, top-quality line of Rangemaster wall and ceiling fans is announced, by Aubrey Mfg. Inc.

Included in the line are No. 860 through-the-wall fan with automatic fan. No. 862 ceiling or inside wall fan.

No. 859 ceiling insert fan and No. 560 bathroom exhaust fan. All but the bathroom unit have 8-in. fan blades, and each model is constructed and packaged for simple installation and maximum efficiency.

No. 860, shown, is a low-cost unit with automatic damper, adjustable from 4 1/2- to 8-in. wall thickness. It can be operated with either a standard wall switch or the No. 56 Rangemaster, 3-speed wall switch.

It exhausts 600 cfm and features a quiet, positive back draft damper. The body is bonderized, rustproofed baked enamel with a choice of white or chrome grille. *Aubrey Mfg. Co. Inc., Union, Ill.*



#### COMPLETELY IMMERSIBLE

Wonderfully easy to clean. Gleaming stainless steel finish stays new-looking . . . never pits or corrodes. Full family size—95-oz. capacity.

In stainless steel \$22.95\*  
model 8C1

In Aluminum model 8D1 \$14.95\*

Removable heat control  
model 12A1 \$7.95\*  
Stainless steel cover \$6.50\*  
Aluminum cover \$4.50\*

Know your product... and close more sales!

## TOASTMASTER STAINLESS STEEL FRY PAN

KNOW YOUR PRODUCTS  
No. 3  
in a Series  
TOASTMASTER  
SALES-BUILDERS  
SELL MORE PRODUCTS

\*Recommended retail prices.

**MR. RETAILER**  
**GET THE COMPLETE**  
**"INSIDE STORY"**  
on this TOASTMASTER Fry Pan

Just drop a postcard to Advertising Dept. Toastmaster Division. McGraw-Edison Company, Dept. 22, Elgin, Illinois and ask for the Toastmaster Sales Training Kit. We'll also send you information on how you can get a Toastmaster Stainless Steel Fry Pan for your own home. Write today! Don't miss this offer!

FIRST OF ITS KIND! SQUARE-SHAPED CONTROLLED-HEAT FRY PAN, MADE OF GLEAMING, EASY-TO-CLEAN STAINLESS STEEL FUSED FOREVER TO EVEN-COOKING ALUMINUM

- EXTRA-LONG "52-X" HEATING ELEMENT spreads heat uniformly over entire bottom. No hot spots. No cold spots.
- SLOT-LOCKED SAFETY FEET scientifically designed so they can never twist or turn.
- REMOVABLE PROBE HEAT CONTROL enables fry pan to be completely immersed in water for fast, easy, thorough cleaning.
- ALUMINUM BOTTOM FUSED with stainless steel under 2,500 tons of pressure. The molecules of metal intermingle! Bottom can never separate from stainless steel shell.

Our famous hallmark...  
symbol of outstanding quality

**TOASTMASTER®**

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TOASTMASTER DIVISION  
McGRAW-EDISON COMPANY

MCGRAW-EDISON

### DOMINION 1961 Table Range

Dominion has added a single burner table range, No. 1424, with a quick-heat Chromalox element; infinite heat settings; range-type dial switch; chrome top and white enamel base. *Dominion Electric Corp., Mansfield, Ohio.*

SEE THIS  
NEW  
VERTICOOL  
STYLING  
BEFORE YOU BUY  
PORTABLE  
COOLERS

Exclusive!

**Travelaire®**  
The greatest name in  
PORTABLE AIR COOLERS

METALAIRES PRODUCTS DIVISION  
McGraw-Edison Company  
P. O. Box 1712  
Phoenix, Arizona

ELECTRICAL MERCHANDISING WEEK

28

## APOLLO 1961 Organ Line

Four new Apollo organs are announced for 1961. Features include full-width piano-size keys, volume controls,



stainless steel reeds and genuine cabinets.

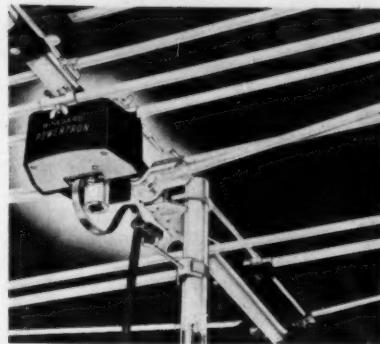
No. 712N Apollo Sonata has 12 chords; 34 full-width piano keys; and is a console.

No. 740 Crescendo has 40 chords; a lid which protects the keys; 37 full-width piano-size keys.

No. 749 Intermezzo and No. 760 Fantasia are floor console units. Intermezzo is a standard keyboard organ with 4 octaves (49 keys); a lid protects the keyboard. Fantasia has 60 chords, 37 full-width piano keys; foot pedal expression control and a lid to protect the keyboard.

All organs come in blond, mahogany, walnut finishes. Matched benches are available at \$11.95.

Prices, from \$119.95 for Sonata to \$199.95 for Fantasia. Musical Products Corp., 3711 West Pine Blvd., St. Louis 8, Missouri.



### WINEGARD TV Antenna

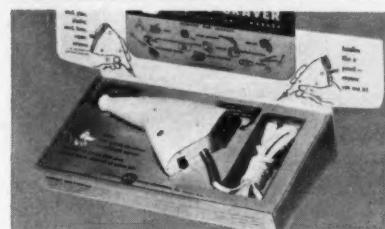
Powertron, an electronic TV receiving antenna, amplifies TV signals at the point of interception with up to 9 times the signal voltage gain of any other antenna, features a new all-channel yagi design. By incorporating

ing a built-in electronic RF amplifier as a part of the antenna, the signal-to-noise ratio of the receiving system is established by the antenna, not the tuner of the set. This allows even very faint signals picked up to be delivered to the set above the background noise and interference. It is ideal for color reception as well as black and white. It comes in 3 models: 14-element with 5 times the signal voltage gain; 21-element with 6.2 times; and 30-element, with 9 times the signal voltage gain.

No special wiring is necessary. A compact isolation transformer unit plugs into a regular 117v outlet.

Can drive up to 10 sets.

Price, \$74.95 for the 14-element unit; \$91.90 for 21-element; and \$104.95 for the Super model of 30 elements. Winegard Co., 3000 Scotten Blvd., Burlington, Iowa.



### BVI Vibro-Graver

Deluxe No. V-73 Vibro-Graver, an electric marker, puts owner's name, address, etc., on tools, cameras, binoculars and other items. Can be used on steel, glass, plastic, brass, wood. Has a built-in reciprocating-type motor; tantalum carbide point; polypropylene housing; adjusting wheel for fine, medium or coarse stroke.

Price, \$19.95. Burgess Vibrocrafters, Inc., Grayslake, Ill.

**TOY MANUFACTURERS  
of the U. S. A., Inc.**  
200 Fifth Avenue—N. Y. 10, N.Y.

Invites you to attend the

**1961 American  
Toy Fair**

*in New York City*

**Monday, March 13th  
thru**

**Wednesday, March 22nd**

**OPEN DAILY 9 A.M. to 5 P.M.  
Sat. Mar. 18 and Wed. Mar. 22:  
9 A.M. to Noon  
—Closed Sunday—**

**Exhibits at...**

- HOTEL NEW YORKER
- SHERATON-ATLANTIC HOTEL
- 200 FIFTH AVENUE
- 1107 BROADWAY

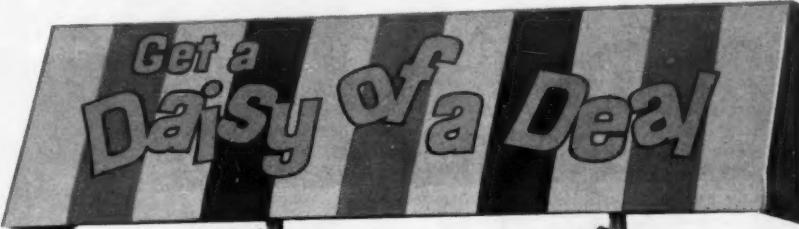
*... and other permanent showrooms*

**PLAN NOW TO ATTEND  
THIS YEAR'S TOY FAIR!**



**THE TOY INDUSTRY PROUDLY PRESENTS THE BEST IN INVENTIVE, CREATIVE, and ARTISTIC DEVELOPMENTS in AMERICAN MADE TOYS**

# TODAY'S BIG HEADLINER!



**A COMPLETE PACKAGE TO  
MAKE YOUR SPRING SALES  
REALLY BLOOM!**

#### INCLUDES:

- Range Background Display
- Newspaper Ads
- Envelope Stuffers
- Radio and TV Spots
- Flower Seed Traffic Builders
- Insulated Tumblers Premium

#### PLUS:

**SPECIAL PROMOTIONAL  
GAS RANGES PRICED  
TO SELL FAST!**



**SEND THE COUPON  
TODAY FOR  
COMPLETE DETAILS . . .**

**GEO. D. ROPER SALES CORP.**  
A Subsidiary of Geo. D. Roper Corporation  
KANKAKEE, ILLINOIS



**Geo. D. Roper Sales Corp., Dept. EMW  
2207 W. Station Street • Kankakee, Illinois**

Rush full information about "Daisy of a Deal" Promotion.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# HOLD THAT ORDER

until you've seen the first truly new and different line of gas and electric ranges ... the exciting

## RCA WHIRLPOOL RANGES FOR '61

Check with your RCA WHIRLPOOL Distributor for Open House Date.



Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

## CHORD ORGANS: What Has

There are two schools of thought:

(1) **There's the Magnus school** which claims hardly anything happened, and that business is fine.

(2) **There's virtually everybody else**, and they say "We died in 1960."

Magnus bases its thinking on a 7% to 8% increase in units sold in 1960, EM WEEK learned in an exclusive interview with E. A. Tracy, executive vice president.

"Of course, if you want to talk dollars, it isn't that optimistic a picture by a long shot," Tracy added. For 1960, Magnus introduced a \$90 and a \$50 unit, and these cut his dollar take considerably even though, Tracy said, the \$200 organ is the best seller.

Tracy was working with late figures. He said Magnus' warranty cards for January were running 132% ahead of a year ago, that December, 1960, was "way ahead" of December, 1959.

What recently looked like a dump of the whole Magnus line, Tracy said, was a concentration in one model (the 500) which the factory discontinued in late 1959 and has cleared out completely since March.

Checks by EM WEEK across the country revealed that most ads were on the 500, but that some were on other models which also showed considerable reductions. To this Tracy said, "Well, you always have some of this going on. Wherever we find it, we take whatever action we can. What you are talking about are

definitely unauthorized prices."

Regarding the 500, Tracy said the factory has none and that the latest check with distributors showed 419 left as far as Magnus was concerned. The 500 is gone, though Tracy admits that Magnus dealers may be using their 500 inventory to stay in the bargain race with prices as low as \$66.

**The other side of the coin** was described by David Wexler, one of the largest music merchandise wholesalers. Optimistic about the future, Wexler makes no bones about 1960 —year of the shakeout.

**Last year's sales** he pegged at about 225,000 units compared to "perhaps" 350,000 in 1959.

**Big style changes**, Wexler believes, are part of the low, low price story. He believes the legged table models are on their way out and says this fall's introductions will bear him out —metal legs will be shown only at the low end.

But this doesn't cover all the bases, Wexler admitted. He sees much of the panic as "normal and natural with new products, just like the early days of radio."

**A change of outlet is coming**, too, Wexler feels. Quite naturally, Wexler thinks the music merchant is coming up strong, adding that his accounts show it.

Backing for this view comes from Magnus where a survey Tracy is

Here Is The Best Appliance Truck Money Can Buy Because Only The

**Escort®**

OFFERS YOU

EXCLUSIVELY THESE TWO FEATURES

1 ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!

This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2 FAMOUS ROLLER BEARING CRAWLER TREADS!

This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY

For Full Details And Descriptive Literature

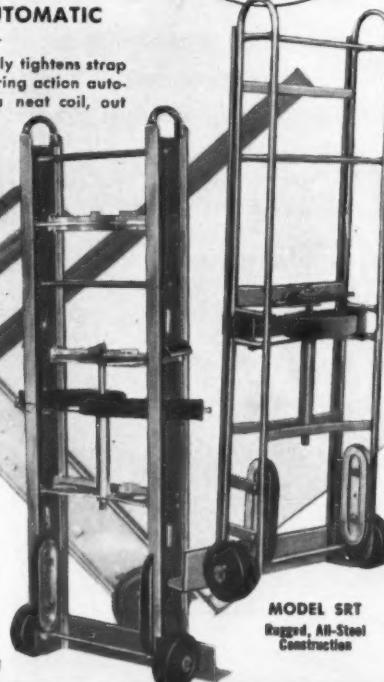
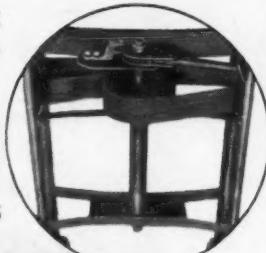
STEVENS APPLIANCE TRUCK CO.

DEPT. E BOX 897  
AUGUSTA, GA.

**Escort**  
APPLIANCE TRUCKS

MODEL MRT  
Magnesium Light!  
Magnesium Strong!

SOLD ON A MONEY-BACK GUARANTEE!



MODEL SRT  
Rugged, All-Steel Construction

# Happened To The Boom

making of his company's accounts by type of store shows appliances deals still first, but music merchants in second place, apparently replacing the credit jeweler. Of 15,000 dealers, Magnus says 4,000 are music stores.

Wexler figures there are now about 10,000 units—from about half-a-dozen companies now out of the business—floating around. These could be called distress merchandise, he said.

William Souweine, vice president in charge of sales for the Organ Corp. of America, summed up: "A lot of people were in this business, but it wasn't their main line. When

the going got rough, they got out. So, we're having a shakeout.

"The final result will be a stronger industry."

And Souweine was optimistic about the length of the selling season for chord organs.

"The people in this business are frankly convinced that you can do business in the opening quarter," he explained. "But you've got to roll up your sleeves and work for it."

"We expect to do more business in the off season than we did in the month of December. We also feel that peo-

ple with portable units will begin to trade up."

Delmonico International, a large electronics importer, tried the chord organ business for two years, has closed out the bulk of its inventory and will leave the business. Why?

"There's no profit possibility," flatly stated Herbert Kabat, executive vice president. "It's a business limited to 60 days (November and December)."

About the future, Tracy, Wexler and Souweine are confident. Tracy predicts: "When this business hits 3% of wired homes, it will really skyrocket."

# Trade-Wind

**TRADE-WIND MODEL 1101**  
LIGHT-VENTILATION-HEAT  
MODEL 1101

**TRADE-WIND MODEL 1102**  
HEAT-VENTILATION  
MODEL 1102

**TRADE-WIND MODEL 1103**  
FORCED AIR HEAT  
MODEL 1103

## 1..2..3..WAYS TO MAKE BATHROOMS SELL

### TRADE-WIND MODEL 1101 LIGHT-VENTILATION-HEAT

Makes bathrooms completely comfortable. Remote wall switch selects any combination of light-ventilation-heat. Handsome bright chrome and glass grille. 4950 BTU instant heat, 2-60 watt light sockets, electrically reversible axial flow fan. The finest for any bathroom.

### TRADE-WIND MODEL 1102 HEAT-VENTILATION

Forced air heat or ventilation from this highly functional unit. Electrically reversible axial flow fan, gently circulates 4950 BTU's instantly or provides effective exhaust ventilation. Distinctively styled bright chrome grille. 4840 BTU. Quiet fan. Inexpensive.

### TRADE-WIND MODEL 1103 FORCED AIR HEAT

Every bathroom deserves this instant forced air ceiling heater. Draft-free heated air is directed through honeycomb diffusers in the stylish bright chrome grille. 4840 BTU. Quiet fan. Inexpensive.



*Trade-Wind*  
DIVISION OF ROBBINS & MYERS, INC. 7755 Paramount Place, Pico Rivera, Calif. Dept. EMW

FEBRUARY 13, 1961

## Spring Value Leaders from PHILCO

Seven  
Transistors

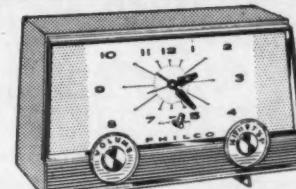


EXCLUSIVE  
POWER BOOST  
BIG-SET SOUND  
LONGER BATTERY LIFE

Here it is, the palm-size T-77, proud successor to the sensational sellout T-66!

Priced to sell for  
**\$34.95**

- Super Sensitive
- Private Listening Jack
- Plays on flashlight batteries
- Ebony, Aqua or Ivory

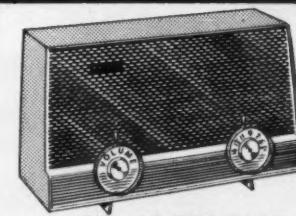


New Clock Radio

PHILCO 777. Most wanted color combination, Ivory and Wedgwood Blue! Full power, 4 tubes plus rectifier.

Priced to sell for  
**\$19.95**

suggested list



New AC-DC Table Radio

PHILCO 849. Dramatic new beauty and style! Fully-enclosed cabinet in Sky Blue or Beige!

Priced to sell for  
**\$17.95**

suggested list



3 New Stereo Hi-Fi Phonos

All new styling! Priced to sell from 4 speakers! 4 speed changer! 15 watts Peak! Music, Power Output! 6 watts! Matches mahogany, walnut or provincial furnishings. SPECIAL Record Library Sales-Closer! \*Measured per EIA Std. RS-234.

**PHILCO**  
Known for Quality The World Over

**YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE**



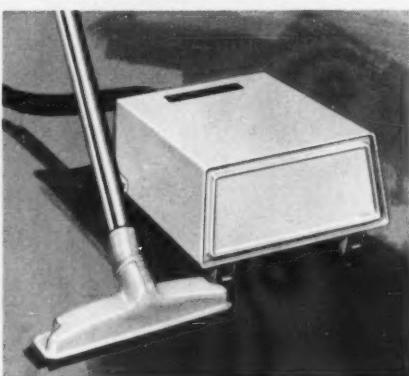
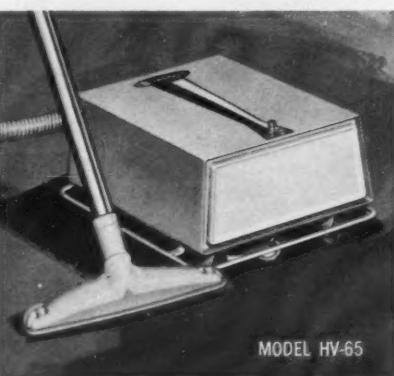
# EXTRA CLEANING POWER

**With RCA WHIRLPOOL Home Cleaners...  
you sell the features women understand**

More than just a vacuum cleaner, here's a powerful home cleaning system all in one unit. The Imperial Mark XII, Model F90-20 shown above, combines the mighty, but controlled, suction power of a canister with an upright's electric motor-driven brush. The 1 1/5 hp. motor creates an air stream that reaches deep-down to rout stubborn dirt and dust. And with RCA WHIRLPOOL you get the best of both in one.

A simple demonstration proves its value. Ideal for cleaning upholstered furniture, draperies, lamp shades, pictures, walls and ceilings, in addition to the powerful job it does on rugs. Here's cleaning power that puts you far ahead of competition. There are four sensibly-priced models to give you real step-up selling opportunities. Get the full feature story from your RCA WHIRLPOOL distributor.

*Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*



This model has the same powerful cleaning action as the F90-20, but does not have the motor-powered rug nozzle. However, it does a remarkable job on carpeted floors or on polished floors, draperies, lamps, etc.

This Hi-Power home cleaner provides super cleaning action at a very moderate cost. Has big 1 1/5 hp. motor that develops tremendous, but controlled, suction power to pull out dirt old-fashioned cleaners miss.

Here's real cleaning power and quality construction in a low-priced, complete home cleaner. Light and compact, it makes easy work of household cleaning and dusting. It's packed with features for thorough cleaning.



**whirlpool CORPORATION**

ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers • Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

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*This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.*

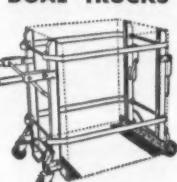


**CASWELL SPEARE PUBLISHER**  
**DALE R. BAUER ADVERTISING SALES  
MANAGER**

**Philip G. Weatherby**, General Manager, Home Goods Data Book; **Robert J. Tucker**, Director of Creative Marketing; **Henry J. Carey**, Director of Market Research; **Peter Hughes**, Production Manager; **Marie Restaino**, Production Assistant.

### ROLL-OR-KARI DUAL TRUCKS

Handle refrigerators, ranges and freezers the quick and easy way. Pat'd Step-On-Lift. Steel angle bases. Retractable wheels. 7-ft. web straps. Cap 800 lbs.



**Deluxe Model (Swivel wheels at one end)** . . . \$52.00  
**Super Deluxe (Swivel wheels at both ends)** . . . \$56.00  
FOB Zumbrota. Ship. wt. 55 lbs. Write Dept. B

**ROLL-OR-KARI CO.**  
Manufacturers ZUMBROTA, MINNESOTA

## A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
RETAIL SALES total (\$ billions)	18.5	18.5	17.8	3.9% up (Nov. 1960 vs. Nov. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	307	317	347	11.5% down (Nov. 1960 vs. Nov. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	288	290	303	4.6% down (Nov. 1960 vs. Nov. 1959)
FAILURES of appliance-radio-TV dealers	38	30	16	137.5% up (Dec. 1960 vs. Dec. 1959)
HOUSING STARTS (thousands)	72.1	94.6	109.1	33.9% down (Nov. 1960 vs. Nov. 1959)
AUTO OUTPUT (thousands)	101.6**	96.1**	164.0**	38.1% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	18.7+	19.1+	4.2% down (3rd qtr. 1960 vs. 3rd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT (thousands)	66,009	67,182	65,699	0.5% up (Dec. 1960 vs. Dec. 1959)

\*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

\*\*Figures are for week ending Feb. 4, 1961, and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

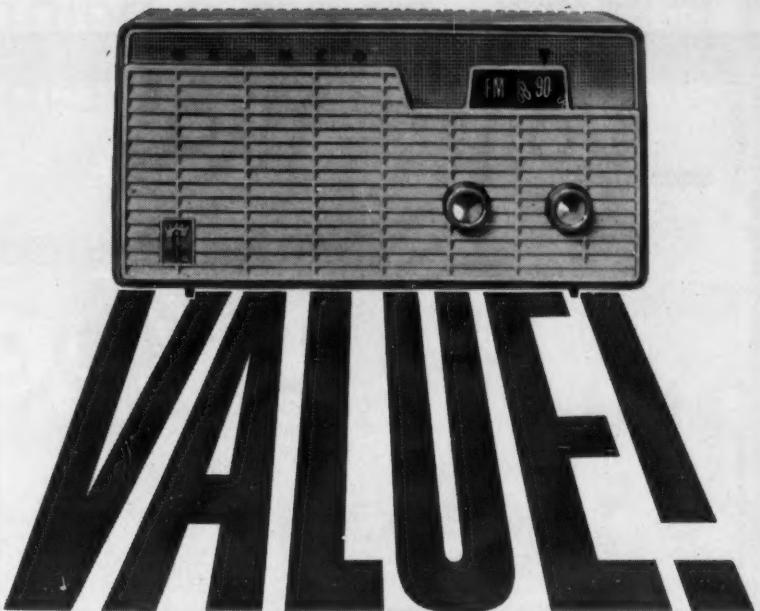
## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
AIR CONDITIONERS, Room	Nov.	87,400	310,600	-71.86
DISHWASHERS	11 Mos.	1,459,900	1,612,700	-9.47
DRYERS, Clothes, Electric	Nov.	47,600	57,700	-17.50
	11 Mos.	509,700	482,200	+5.70
	Dec.	80,090	86,529	-7.44
DRYERS, Clothes, Electric	12 Mos.	807,140	905,192	-10.83
	Dec.	38,616	48,104	-19.72
DRYERS, Clothes, Electric	12 Mos.	430,827	476,583	-9.60
	Nov.	60,100	67,200	-10.57
FOOD WASTE DISPOSERS	11 Mos.	675,500	711,000	-4.99
FREEZERS	Nov.	73,000	64,900	+12.48
PHONOGRAPH SHIPMENTS	11 Mos.	1,017,200	1,142,200	-10.94
RADIO PRODUCTION (excludes auto)	Nov.	520,792	621,461	-16.20
RADIO RETAIL SALES	11 Mos.	4,104,319	3,741,299	+9.70
TELEVISION PRODUCTION	Week Jan. 27*	208,713	208,764	-0.02
	4 Weeks*	666,486	723,327	-7.86
TELEVISION PRODUCTION	Nov.	941,521	1,061,634	-21.31
TELEVISION RETAIL SALES	11 Mos.	8,326,275	7,142,424	+16.57
REFRIGERATORS	Week Jan. 27*	108,626	142,202	-23.61
	4 Weeks*	360,520	526,494	-31.52
RANGES, Electric, Standard	Nov.	521,886	598,070	-12.74
	11 Mos.	5,176,905	5,046,971	+2.57
RANGES, Electric, Standard	Nov.	253,300	265,900	-4.70
	11 Mos.	3,153,000	3,502,400	-9.98
RANGES, Electric, Standard	Nov.	65,000	72,500	-10.34
	11 Mos.	779,300	854,000	-8.75
RANGES, Gas, Standard	Nov.	52,500	71,500	-26.57
	11 Mos.	617,300	685,300	-9.92
RANGES, Gas, Standard	Dec.	93,200	126,700	-26.44
	12 Mos.	1,474,200	1,657,300	-11.05
VACUUM CLEANERS	Dec.	24,400	30,400	-19.74
WASHERS, Automatic & Semi-Auto	12 Mos.	341,600	355,000	-3.77
	Dec.	254,631	293,818	-13.34
WASHERS, Automatic & Semi-Auto	12 Mos.	3,313,226	3,420,830	-3.15
	Dec.	180,139	215,338	-16.35
WASHER-DRYER COMBINATIONS	12 Mos.	2,562,183	2,934,073	-12.67
	Dec.	43,392	48,898	-11.26
WATER HEATERS, Electric (Storage)	12 Mos.	712,028	899,303	-20.82
WATER HEATERS, Gas (Storage)	Dec.	9,286	14,341	-35.25
	12 Mos.	151,111	196,175	-22.97
	Nov.	52,300	31,000	+68.71
	11 Mos.	621,200	739,000	-15.94
	Dec.	181,400	192,900	-5.96
	12 Mos.	2,661,500	2,953,600	-9.89

\*1961 vs. 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



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\$24.95**

\*29.95 RADIO YOU CAN SELL FOR AND MAKE YOUR FULL PROFIT!

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AMERICA'S LEADING SPECIALIST IN FM

## Make money fixing appliances

Includes helpful facts on how to start your own business and **MAKE IT PAY!**

Here's wide open opportunity for men with the kind of training this practical library gives—doing quick, efficient profitable repair work in the growing appliance field. The library covers all kinds of appliances, from washers and refrigerators down to hand irons and toasters—shows you the facts about how they are constructed and work, needed by the serviceman—and gives step-by-step instructions for finding the causes of breakdowns and how to correct them.

This is just the kind of information you need to get a job in a dealer's service shop or to go in business for yourself. Besides the direct methods of doing troubleshooting and repair work, the library gives you special pointers—from such things as professional testing methods and safety measures to tips on getting business, making service calls, and refurbishing appliances for resale.



Gives you the know-how you need to repair:

- cord sets
- irons
- toasters
- mixers
- roasters
- coffee makers & percolators
- waffle irons & sandwich grills
- refrigerators
- conventional
- automatic
- washers
- rotary irons
- dish washers
- disposers
- electric dryers
- electric ranges
- electric water heaters
- refrigerators & freezers
- room air conditioners

## APPLIANCE SERVICING LIBRARY

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This Library presents an expanded version of Brockwell's popular series in Electrical Merchandising Week.

Written by a man with 28 years' experience in the field, this Library gives right-to-the-point troubleshooting and repairing appliances quickly, efficiently, and safely. It concentrates on types of appliances that make up the bulk of the business—covers both 115- and 230-volt appliances—shows how to build and use test equipment. Covers basic fundamentals of each appliance so carefully that you can repair any appliance regardless of make or model. Shows how to set up shop and how to make it pay . . . increase your skill and your income!



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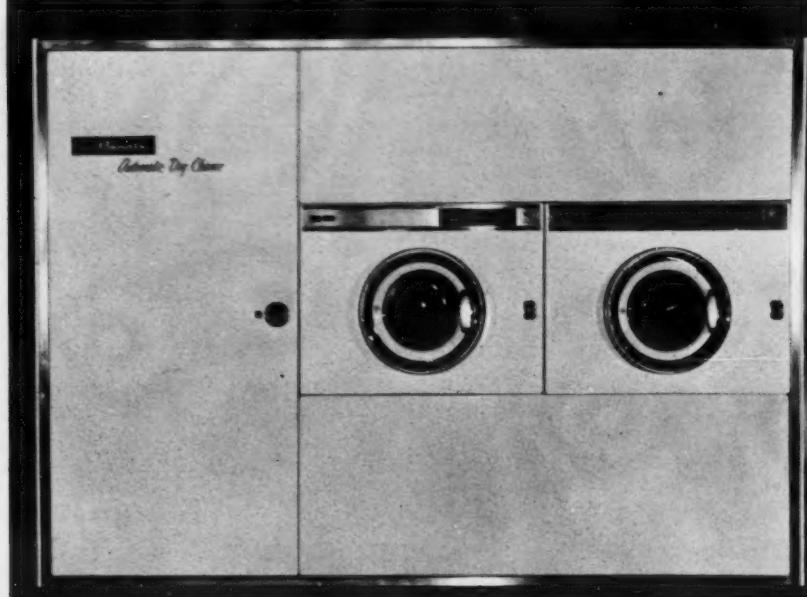
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EM-2-13



Philco is latest to jump on the coin-op dry cleaning bandwagon with this two-holer, priced at about \$5,000, which will be ready to go "later" this year.

## What's In The Cards For Coin-Op Laundry?

something revolutionary takes place, this industry has, at best, two years to go." Now, satisfied that the supermarket approach is sufficiently revolutionary, Kaye gives the industry "longer" before it becomes a replacement market. And he puts the possible number of stores at 40,000 to 45,000, "if they're stores with the supermarket approach."

• Westinghouse doubles that Norge and Friendly Frost estimate, but Westinghouse is talking neighborhood stores, not coin-op supermarkets.

• By far the most confused prediction of the week came from a coin-op trade magazine man who shrugged: "By some ridiculous reason they seem to be successful—sometimes with only a cornfield to support them."

**How will it grow?** Here's the real bone of contention. But for the guy who wins the fight, there's plenty of meat on the bone—at least for the next four or five years.

**Norge, Whirlpool and Econ-O-Wash are putting their money on the big boys**, the supermarket approach. Not that they're ignoring the neighborhood store. He's just not their primary target.

As one Whirlpool field man put it: "The big fish eat the little fish. And the little fish eat mud." He spoke for the majority of the men EM WEEK talked to when he explained that large capacity washers (Whirlpool just introduced a 16-pounder) and coin-op dry cleaners gave investors who could afford \$40,000-plus for equipment and "plenty" for rent the chance to move in on choice locations saturated by smaller operators.

How hard are these companies going after new coin-op business? Take your clue from Norge, which has cherry-picked top people from its home appliance business to handle dry cleaner and village sales.

Or take Whirlpool, where the company has set up a new Commercial Laundry and Drycleaning Equipment Division (CLAD) to peddle not only laundry, dry cleaners and buildings but vending machines as well.

**Philco is being cagey** about committing itself to either the supermarket or the neighborhood approach. "We'll go after them all," vowed John Utz, manager of special markets. But asked whether dry cleaners opened up the coin-op market any, Utz grinned, "You're darn right they do. It'll be a fight and we plan to be right in the middle of it."

**Not everyone agreed that the supermarket approach was the right one**, though. In particular, Westinghouse was singing the neighborhood coin-op song.

"We don't feel the neighborhood store will be hurt by the distribution fight," said A. A. Lyson, assistant general sales manager for ALD, Inc., which handles all Westinghouse Laundromat distribution. "The big ones are more apt to be hurt. What will the story be when every typical store has a dry cleaner? The question is this: Will the housewife travel five or six miles, passing several neighborhood stores, to go to the super-duper operation? We don't think so."

Concurring was William Leck Sr., whose Speed Queen Atlantic Co., Inc., handles coin-op laundry sales in the New York metropolitan area. "I don't think the little man will get hit hard by the supermarket approach—especially in the big cities. That's the poorest place to put these big things."

**Anonymous comments were pessimistic.** Here are some of the doubts about the coin-op business whispered to EM WEEK editors last week.

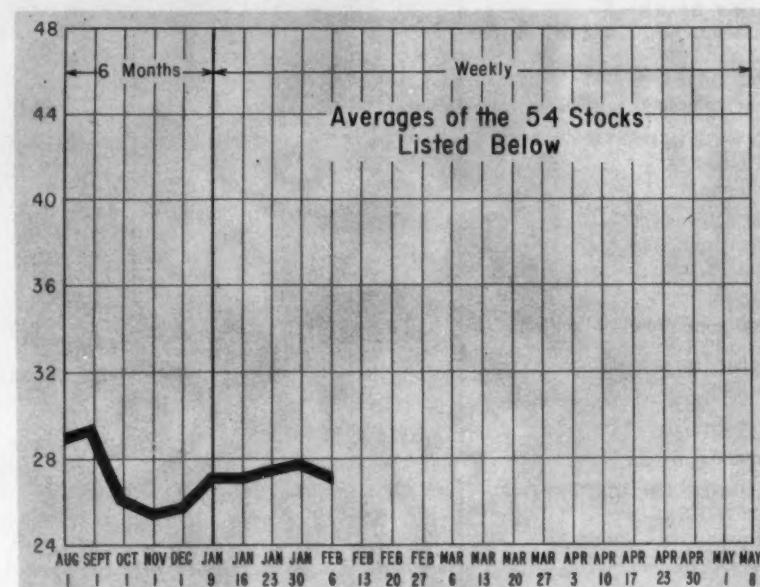
• The money (sometimes as much as 35% gross profit) now in the coin-op dry cleaning business at the distributor level won't be there for long.

• Some companies are having trouble attracting investors to the supermarket idea, especially when dry cleaners are involved. Why? Cautious money men don't feel the units have yet proved themselves.

• Neighborhood dry cleaners are rallying against coin-op units and the result may be hamstringing legislation.

## TAKING STOCK

A quick look at the way in which the stocks of 56 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960 High	1960 Low	Close Jan. 30	Close Feb. 6	Net Change
<b>NEW YORK EXCHANGE</b>					
Admiral	23 1/2	10	12 1/2	11 1/2	— 1/4
American Motors 1.20	29 1/2	16 1/2	18 1/2	16 3/4	—
Arvin Ind. 1	27 1/2	16 3/4	20 1/2	20 1/2	
Borg Warner 2	48 1/2	31 1/2	37 1/4	36 3/8	— 7/8
Carrier 1.60	41 1/4	23 1/2	37 1/8	37 1/8	+ 5/8
CBS 1.40B	45 1/4	34 1/2	37 1/8	37 1/4	— 5/8
Chrysler 1A	71 1/2	37 3/8	39 1/2	39 1/4	— 5/8
Decca Records 1.20	39 3/4	17 1/2	33 3/8	33 3/8	— 1/4
Emerson Electric 1B	58 1/2	33	57 1/4	57 1/2	— 1/4
Emerson Radio .37T	22 1/2	11 1/2	12 1/2	12	— 1/2
Fedders 1B	20 1/2	15 1/2	17 1/2	18	+ 1/2
General Dy. 1	53 3/4	33 1/2	44 1/4	44 1/4	—
General Elec. 2	99 1/2	66	70 1/4	69 1/4	— 1
General Motors 2	55 1/2	40 1/4	44 1/2	43 1/2	— 1/2
General Tel & Tel .76*	34 1/2	24 3/4	27 1/4	28 3/4	+ 1/2
Hoffman Elec.	30 1/4	15	16 1/4	17	+ 1/4
Hupp Corp. .25F	13 1/4	6 1/2	8 1/2	8 1/2	— 1/4
Magnavox 1	56	31 1/4	54 1/4	55 1/2	+ 1/4
Maytag 2A	44 1/2	31	39 1/2	39 1/4	— 5/8
McGraw-Edison 1.40	45 3/4	28	38 1/4	36 5/8	— 2 1/8
Minn. M&M .60	88	60	73 1/2	76 3/8	+ 2 7/8
Montgomery Ward 1	55 3/8	25 1/2	29	28 3/4	— 1/4
Monarch .04	19 1/2	11 1/4	14 1/4	15 1/8	+ 1/8
Motor Wheel 1	23 1/4	11	12 1/2	12 1/2	+ 1/4
Motorola 1	98	60 1/2	77	77 1/4	+ 1/4
Murray Corp.	29 1/2	24 5/8	27 1/2	27 1/2	— 1/2
Norris-Thermador	22 3/8	17 1/4	18	18	—
Philco	38 1/4	16	18 1/2	18 1/4	— 1/4
RCA 1B	78 3/8	46 1/2	56 1/2	55 3/8	— 1/4
Raytheon 2.37T	53 3/8	30 1/4	37 3/8	36 5/8	— 1/4
Rheem	28 1/2	12	15 1/2	15 1/4	+ 1/8
Ronson .60	14 3/8	9 3/4	13 1/2	13 3/8	— 1/2
Roper GD	24 1/4	14 1/8	20	22	+ 2
Schick	16 3/4	7 3/4	10 1/4	10 1/8	+ 5/8
Siegler Corp. .40B	43	23 3/8	28	30 3/4	+ 2 3/4
Smith A. O. 1.60A	53 3/8	29 3/4	34 1/4	34	— 1/4
Sunbeam 1.40A	64 1/2	48 1/2	52	53	+ 1
Welbilt .10E	7 1/2	4	5	4 1/2	— 1/8
Westinghouse 1.20	65	44 1/4	46 1/2	46 1/4	— 3/8
Whirlpool 1.40	34 1/2	22	29 1/2	28 3/4	— 5/8
Zenith 1.60A	129 3/8	89 1/8	111	106 5/8	— 4 3/8
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .35E	10	6 3/4	10 1/4	10 1/4	—
Century Electric	9 1/2	5 1/2	6 1/2	7 1/4	+ 5/8
Herold Rad.	7 1/2	3 1/2	7 1/2	7 1/2	—
Ironrite .25T	10 1/2	5 5/8	6	5 5/8	— 3/8
Lynch Corp. 87T	15	8 1/4	10 5/8	10 3/4	+ 1/8
Muntz TV	6 1/2	3 1/2	4 3/8	4 3/8	—
National Presto .60	17	10 1/2	15 1/2	17	+ 1 1/2
Nat. Un. Elec. (Eureka)	3 1/2	1 3/4	2 1/2	2 1/2	+ 1/4
Pentron	6 1/4	2 1/2	3 1/2	3 1/2	—
Proctor-Silex	9 1/2	5 1/8	6 1/2	6 1/4	— 1/4
Republic Trans.	6 1/4	3 5/8	4 1/2	4 1/2	— 3/8
Teleco Ind.	21 1/2	11 1/8	12 1/2	12 1/4	+ 1/8
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	5 1/2	5 1/2	—
Trav-ler Radio	—	—	6 3/4	6 3/4	—
Webcor	—	—	10 5/8	10	— 5/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-distribution date.

**ANALYSIS:** The market, after gaining steadily since Oct. 25, dropped sharply at the close of the day's trading on Feb. 6. The EM WEEK chart, too, reflected the overall drop as it declined 5/8 pt. from last week. Wall Street, however, did not seem overly upset over the reversal; it's a normal decline, they said, after some rather healthy gains. "Corrections" of this nature are not viewed with alarm. Some experts thought the rash of unfavorable business news triggered the decline. They felt the auto production drop, lagging sales, and the recent antitrust violation sentences accentuated the dip in market activity. On the EM WEEK listings, Zenith at minus 4 3/8, led the declining issues.

No gimmicks, no thing-a-ma-jig  
claims, no empty promises . . .

# Hamilton

**1961 NATIONAL ADVERTISING  
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Twin Air Streams  
combine sun-like heat  
and fresh clean  
"breeze," drying  
clothes soft  
and fluffy.

**2**

**GENTLE  
TUMBLING**—  
within satin-smooth,  
snag-free drum,  
protects sheerest,  
most delicate  
garments.

**3**

**"HUSHED"  
DRYING**—  
so quiet you'll  
hardly realize it's  
running. No  
rattle, no grind,  
no loud hum.

**4**

**SERVICE-FREE  
DEPENDABILITY**—  
more than a million  
satisfied owners have  
made this America's  
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Hamilton Manufacturing Company, Two Rivers, Wisconsin



Famous symbol of Hamilton  
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*more than ever before*  
you'll move up with **Hamilton**  
in '61

PUT YOURSELF IN THE DRIVER'S SEAT WITH KELVINATOR.



*"Look Alike? Yes!  
But today's Kelvinator  
sets a new standard  
in Trouble-Free Washers  
...this is CBI in action"*

"CBI means *Constant Basic Improvement*.

"This program is responsible for 39 basic improvements in the 1961 Kelvinator over the washer produced in early 1960.

"In making these improvements, we haven't moved a single dial, switched colors or made any changes just for change's sake. Every dollar has been spent to improve quality, dependability or economy of operation.

"For example, to make a superior lint filter system even more trouble-free, we completely redesigned it. Twenty-five parts were reduced to three, lowering

the noise level and eliminating lint clogging entirely. At the same time, lint filtering efficiency was increased!

"All of these improvements have been made while still maintaining highly competitive prices!

"Now Kelvinator dealers sell one of the most outstanding, most trouble-free automatic washers produced. They have no losses from inventory obsolescence . . . and they have less make-ready expense and less in-warranty service than ever before.

"This is CBI in action . . . and it puts Kelvinator dealers in position to reach new high volume and profit levels."

KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

